VOGUE



ADVANCE RETAIL TRADE EDITION

CHRISTMAS
Party Clothes – Party Decorations

MIDYEAR FASHIONS
for the Smart Girl in and out of College

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Incorporating Vanity Fair $1.00 All Other Countries Price 50 Cents in U. S. and Canada December 1950



Bates copies on cotton the enchanting drawings from Kate Greenaway's picture books for these original ***Kate Greenaway*** *frocks. Here are the dearly familiar little maids in a row, the thatched houses and sunny gardens . . . the whole wonderful world of childhood.*

BATES 100th YEAR

Bates FABRICS

Kate Greenaway big and little sister frocks *in Bates fine, all-combed Sanforized broadcloth, each with a pocket. The tucked princess frock and the "Birth Flower" frock (with separate apron) in delicate pink, blue, or buttercup. Toddler sizes 1 to 3 about $4.00; 3 to 6x about $5.00; 7 to 12 about $6.00. At fine stores.*
BATES FABRICS, INC., 80 WORTH STREET, NEW YORK 13

VOGUE

TRADE EDITION DECEMBER

HOW TO USE THIS ISSUE:

relate Vogue's mid-season news—resort clothes, young fashions, Christmas ideas—to your own pertinent merchandise.

"Midyear Fashions for the Smart Girl in and out of College"

Fresh-to-December merchandising plan: new wardrobe ideas for the young. To promote now—for wear now, and later.

"THE YOUNG IN THE CLOUDS" (pages 92-97) reports pale bouffant dresses, street-length or full-length.

"FOR THE YOUNG: ANKLE-STRAP SANDAL; SHORT EVENING DRESS" (pages 136-137).

"MIDYEAR FASHIONS . . ." (pages 144-149): coats, suits, dresses, separates. To stress: their fashion which is not limited to one season.

"Fashion news, beginning South"

VOGUE'S SECOND RESORT REPORT (pages 118-125). The highlights: sateen "very much around again"; linen, continued; "loose shirts, short shirts"; 1950-51 bathing suit constructions.

Christmas presents

"FAMOUS SCENTS—FAMOUS NOSES" (pages 126-127). Notable fragrances—on *his* preferred list *to give to her*. In Vogue: the perfumes most likely to please, and to *sell* during this peak season.

"40 WONDERFUL PRESENTS FOR MEN" (pages 138-139), presents to promote for women to give men. Individual gift ideas from a colour slide projector to a handsome pocket knife.

More ideas . . .

"WINTER LINEN—NIGHT AND DAY" (pages 116-117).

"BROADTAIL SHAWL" (page 150).

"WINTER ORGANDIE—EVENING DRESS" (page 128).

"AT HOME: IN SLACKS" (page 171), and "AT HOME: THE EASY COAT IN DRAWING ROOM FABRIC (pages 132-133).

"SKI BASICS, PLUS" (pages 140-143).

QUOTE VOGUE and SELL

these fashion stories from the December issue in advertising, displays, and sales training.

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ADDRESS TRADE DEPARTMENT, GREENWICH, CONNECTICUT, FOR QUANTITY RATES

VOGUE, DECEMBER, 1950, VOL. 116, NO. 10



VOGUE SELLS THE FASHION OF FRAGRANCE

Complimentary booklets of "Fashions in Fragrance" containing the information on these pages will be sent to Vogue's list of cosmetic buyers soon. For additional booklets at ten cents per copy, please write us. Vogue Merchandising Service, 420 Lexington Avenue, New York 17, N. Y.

VOGUE SAYS: *"Perfume—perennial Christmas enchantment"**

As you approach the peak Christmas selling season, these sales factors should help you sell more perfumes, toilet waters, colognes and gift sets:

• Be alert to fresh arrivals in new scents, new products and luxurious Christmas packaging. When selling well-established favourites as gifts, suggest a change-of-pace newcomer for the customer's own perfume collection. Or promote a two-fold present of perfume plus toilet water or cologne in matching fragrance. The ready-to-put-under-the-tree convenience of the parfumer's gift wrappings (and your store's own holiday boxing) is often the deciding factor in selling to men customers.

• Many men who shop for Christmas presents in your perfume department feel that their good taste is on trial. Whether they are lavish Santas to whom price is no barrier, or gentlemen to whom the right dollar cologne is a momentous decision, the sales person is their trusted guide.

• Remember, perfume is an ageless present . . . whether it be a light floral scent for a teen-ager's first dance, a spicy aroma for a sportswoman, an exotic essence for a sophisticate, or a delicate compliment to an older woman. By helping your men customers choose appropriate fragrances, you will build repeat business for other gift occasions (birthdays, anniversaries, graduations, St. Valentine's Day and Easter).

• Most men who buy perfumes as presents will purchase the largest size they can afford. To avoid embarrassment for them, show a size and price assortment from which to choose.

• Demonstrate fragrances to men customers by dabbing a few drops on your wrist or hand. Never, never surround a man with a mist of atomized scent and risk perfuming his overcoat or suit.

• Good sales hint for last-minute shoppers: gift-wrapped fragrances and combination sets never appear to have been chosen hastily.

VOGUE SAYS: *"Perfume—economical extravagance"**

Perfume is one of the most inexpensive luxuries to be found. The proof: daily use of perfume amounts to no more than a few pennies. And, the pleasure of wearing perfume is priceless.

• To open any perfume sale: show famous-name fragrances which will be in fashion for years. Their perpetual fashion and quality: convincing reasons why perfume should be sold as as "economical extravagance".

• When you talk about the lasting qualities of a perfume, explain to your customer that, depending on the individual chemical reaction of the body, a scent which lingers for many hours on one woman's skin may last for but a few hours on another's. Any fine perfume retains its full and true character for as long as it is effective on the wearer.

• Sell your customer on choosing her favourite scent for daily use. Perfume should not be hoarded. It is created to delight the senses. Sealed in a bottle over a long period, it may evaporate or change its chemical balance. When you know her favourite perfume, acquire new sales by stressing how colognes, toilet waters, bath oils, purse vials and perfume sticks (in the same scent) augment the aura of fragrance—giving even greater delight to the wearer.

• Proper care of perfume will give it greater longevity, and economy. Show your customer how to (1) open the bottle by thoroughly removing the seal; (2) tap the stopper with a round glass object; (3) loosen it with a gentle movement. The stopper should be wiped off before it is replaced—and it must always be securely set. The neck of the bottle should be kept free of excess perfume or oil so that dust will not collect. And, perfume-filled bottles should not be kept in sunlight or in strong artificial light.

• There is no woman who believes that she cannot afford perfume—appropriately priced for her. Because: through you, she knows that it is one of the most important and enchanting "economical extravagances" she can own.

VOGUE SAYS:

*"Perfume—the unseen accessory"**

Fragrance should be as personal, as becoming, and as carefully chosen as a hat. Think of it—and sell it—as the fourth dimension of fashion; the essence of customer's personality.

• Fragrance, applied: perfume best expresses itself as an accessory to your customer when applied on the insides of the wrists, in the crooks of the elbows, in the hollow of the throat—any warm, pulse point of the body. This is the best way to let her sample it—sniffing scent directly from the bottle is not a true test, as the alcohol content prevails. Selling preference note: always explain that perfume should be applied to the skin as some heavy perfume oils and chemicals may stain, or become stale on fabrics.

• Sell the perfume wardrobe. Fragrance deserves the same planning and consideration to individual requirements, and time-of-day wearing as any costume/accessory. Study perfume classifications—know that a light, delicate fragrance is apropos of daytime hours; that an exotic scent should be part of your customer's wardrobe plan for late-day and evening. Her way of dressing can suggest the scents which may appeal to her (i.e., spicy aromas for tweedy clothes, classic fragrances for simple, understated costumes). Convey to her—through your knowledge of fashion, and fashion in perfume—that a fragrance should be changed with the costume; can be changed with a mood and/or season. Convincing fact to stress when selling a perfume wardrobe: the same fragrance worn too consistently and too long can immunize the olfactory nerve, distracting from the pleasure in wearing it.

• To remember: Vogue believes that perfume must be a woman's most individual accessory; the perfect exponent of her good taste—twenty-four hours a day.

VOGUE SAYS:

*"Use cologne for scent, for cooling qualities"**

• Many customers are often confused about the difference between toilet water and cologne. The answer is simple. Both contain a basic amount of perfume compound, but toilet water has less alcohol content and is, therefore, more pungent. Cologne, on the other hand, contains more alcohol which contributes to its cooling effect on the skin.

• Both toilet water and cologne, sold in fragrances to match perfumes, offer your customers a gentle extension of their favourite odeurs. Many women prefer this lighter application of scent for day or office wear, confining their use of heavier perfumes to late-day and evening, but Vogue believes perfume and matching cologne used simultaneously achieve a day-long effect.

• Toilet water and cologne should be suggested for generous after-bath splashing. Because of their generally lower cost, their lavish use is not expensive.

• Women customers should be encouraged to keep toilet water or cologne in their country club dressing room locker to use after golf or tennis; in their desk drawer at the office; in the glove compartment of their automobile; and for handbag or luggage . . . the solid stick colognes that cannot spill.

• The use of an atomizer with toilet water or cologne offers an additional perfume counter sale. Recommend that your customers "spray fragrance through drawers, closets, rooms" as Vogue says. Suggest an atomizer bottle of toilet water or cologne as a refreshing gift for a friend who is in the hospital.

• Remember, there are many brisk, woodsy scents in cologne which have been created especially for men. Suggest them to your women customers as thoughtful and welcome gifts which appeal to many a well-groomed gentleman.

VOGUE SAYS:

"Your perfume — your signature"*

• Perfume as such is one of the few accessories that can be worn successfully by almost all women, irrespective of age, colouring or personality. But not every perfume is suitable for every woman. Encourage your customers to test the personal effectiveness of a new scent by several spaced applications, and make an additional sale of a small-sized bottle for this purpose.

• Many women are associated indelibly with certain fragrances, because they wear them repeatedly. Since perfume is purposefully a delicate, ethereal accessory, one application cannot be expected to last indefinitely. Suggest that customers carry a tiny purse vial of their current favourite and renew its effect as often as they sense it is fading. Half the excitement of wearing fragrance is to be able to catch a whiff of it yourself.

• This is the final, happy, feminine reasoning behind perfume sales:

that all fragrance contributes to a woman's total personality and presence.

* *These "Vogue Says" quote cards may be ordered without charge. Write: VOGUE MERCHANDISING SERVICE, 420 Lexington Avenue, New York 17, N. Y., stating quantity and (a) counter or (b) window sizes.*

To sell fashion, quote VOGUE

Use these quotations in your advertising and/or on window or departmental cards.

YOUR RELEASE DATE: DECEMBER 1ST

THESE "VOGUE SAYS" CARDS MAY BE ORDERED WITHOUT CHARGE

a. on 16" x 20" unmounted display sheets *b. on 12" x 15" mounted sheets* *c. on 5" x 7" tent cards for counters*

Check the number and type of each card wanted and return this coupon to us, please (12/1)

VOGUE SAYS: *"Young ball dresses, cloud-skirted"* a ☐ b ☐

VOGUE SAYS: *"Linen shirt and tweed skirt—separating with seasons"* a ☐ b ☐ c ☐

VOGUE SAYS: *"Pale bouffants, short-cut—for biggest evenings"* a ☐ b ☐

VOGUE SAYS: *"Your December suit has spring on its mind"* a ☐ b ☐

VOGUE SAYS: *"Midyear coats—briefed for spring"* a ☐ b ☐

VOGUE SAYS: *"Sure fashion—the midyear dress in all-year fabric"* a ☐ b ☐

VOGUE SAYS: *"Short white dress—late-day and later"* a ☐ b ☐

VOGUE SAYS: *"Winter pick-up—bright touch of velvet"* a ☐ b ☐ c ☐

VOGUE SAYS: *"The opera pump walks around city or campus"* a ☐ b ☐ c ☐

VOGUE SAYS: *"Bathing suit 'undersuit'—to edit the figure"* a ☐ b ☐ c ☐

NAME_____

STORE NAME_____

ADDRESS_____

Vogue Merchandising Service, 420 Lexington Avenue, New York 17, N. Y.

To sell the fashion of year-round dresses, separates

VOGUE SAYS: "Jacket dress, sheer wool—afternoons, any season"
VOGUE SAYS: "Wool jersey dress and bolero for holidays through spring"
VOGUE SAYS: "All-year dress—dark crêpe touched with piqué"
VOGUE SAYS: "Sheer wool slip dress—day and late-day"

To sell the fashion of new coats and suits

VOGUE SAYS: "Brief fleece coat—basis of a spring wardrobe"
VOGUE SAYS: "The tunic coat, fleece—good fashion early bird"
VOGUE SAYS: "Short-cut box coat—wardrobe fill-in, midyear and on"
VOGUE SAYS: "Waist-short coat, pale fleece—briefed for spring"
VOGUE SAYS: "The wool suit for short or long travels"
VOGUE SAYS: "The plaid wool suit, under coat now—later, alone
VOGUE SAYS: "Checked wool suit—midyear idea"
VOGUE SAYS: "Young idea—the suit with a box-pleated skirt"

To sell young fashions, late-day and evening

VOGUE SAYS: "Fresh white flannel—short-cut for young evenings"
VOGUE SAYS: "News—short white dress in traditional ball gown fabrics"
VOGUE SAYS: "Black taffeta, halter-cut—wonderful for dancing"
VOGUE SAYS: "Clouds of swooping net—full-length ball dress"
VOGUE SAYS: "The short ball dress goes to holiday cotillions"
VOGUE SAYS: "Short ball dress, backed with a butterfly bow"
VOGUE SAYS: "Traditional ball dress—clouds of net, bead-sparkled"
VOGUE SAYS: "Biggest-evening ball dress—bare shoulders, swooping net"
VOGUE SAYS: "Short white dress dances at prettiest parties"
VOGUE SAYS: "Froth of a ball dress—net cloudburst of pleats"

To sell the fashion of resortwear

VOGUE SAYS: "White-white bathing suit—fashion news, beginning south"
VOGUE SAYS: "The bathing suit with boned-in brassière—sugar coating for the figure"
VOGUE SAYS: "News—short shirts, loose shirts"
VOGUE SAYS: "News—sawed-off maillot shirt, loose on purpose"
VOGUE SAYS: "Shorts copy the cut of little boy's pants"
VOGUE SAYS: "News—opaline-white dress in sateen"
VOGUE SAYS: "Cotton sateen dress—very much around again"
VOGUE SAYS: "Linen fashion—the dress with its own coat"
VOGUE SAYS: "The fashion for browns with white"

To sell the fashion of shoes, accessories

VOGUE SAYS: "Ankle-strap sandal—airy and shining for a holiday evening"
VOGUE SAYS: "Late-day and later sandal—Sanka brown crêpe"
VOGUE SAYS: "Bright velvet hat—glow of pick-up colour"
VOGUE SAYS: "Late-day bag, velvet—bright winter idea"
VOGUE SAYS: "Wear long white gloves with a froth of a ball dress"
VOGUE SAYS: "Top a cloud-skirted ball dress with a tiny tiara"

To sell the fashion of ski clothes

VOGUE SAYS: "New skiing approach—lightweight jacket, quilt-lined"
VOGUE SAYS: "This-year ski idea—dolman sleeves"
VOGUE SAYS: "Patterned jacket, lightweight for spring skiing"
VOGUE SAYS: "The very well cut parka—ski slope fashion"
VOGUE SAYS: "Ski-fashion news—warmer, lighter materials"
VOGUE SAYS: "Gay skiing idea—Swiss milkman's jacket"

EXCLUSIVE CHRISTMAS SWEETS





RICHARD AVEDON

Lingerie, Second Floor

BERGDORF GOODMAN
5th AVE. at 58th ST. • NEW YORK 19
ON THE PLAZA

The Christmas Eve photographed, wears our angel-coat of frosted rayon moiré over an evening negligée of filmy, floating nylon chiffon, ivory, pale blue or red emberglow, sizes 10 to 16, complete $80. The night-blooming nylon beauties, for her further pretty pleasure are sketched, from the top down: Nylon sheer gown and peignoir in white or black with Swiss-embroidered rosebuds, sizes 32 to 36. Gown, $25. Peignoir, $35. Short nylon nightie yoked with Venise nylon lace star-flowers, white, blue or pink, small, medium, large, $23. Nylon camisole slip with Swiss nylon embroidery and French lace, white or black, sizes 32 to 38, $19.75. Nylon fleece breakfast-in-bedjacket, lace-ruffled, in white or pink, small, medium, large, $28.



"of san francisco"
city of sophisticates
and superlatives

Lilli Ann

of san francisco

two rows of buttons are better
than one to dramatize the new
narrowing silhouette, to point up
the smartness of the new uneven
hemline, to focus attention on
elegant tailoring and finest worsted
wool sheen gabardine. This is
one of a series of exciting new
Lilli Ann suits, designed for spring
and ready now... with all the
marvelous Lilli Ann characteristics,
custom innerbody, half-lined skirt,
couturier details... in navy, black
and wonderful spring colors
with detachable white pique collar
and cuffs. Sizes 10 through 20...
about one hundred dollars
...at fine stores.



HORST PHOTOGRAPH
JOHN-FREDERICS HAT

OPERATOR 25

TELEPHONE YOUR LOCAL WESTERN UNION BY NUMBER

Ask Operator 25 for name of store nearest to you, or write Lilli Ann, 973 Market Street, San Francisco



LYRIC

is the word for our silk satin with overtones of nylon net

...a ball gown that builds memories.

White satin with horizon pink or one of a series of pastels...

Bendel Original for immediate wear, $175.

Henri Bendel

10 WEST 57
NEW YORK 19 NY

ARPEGE



MY SIN

by

LANVIN

the best Paris has to offer

Bottled and packaged in France

Vogue
December, 1950

VOGUE incorporating Vanity Fair is published semi-monthly except for the months of January, June, July and December, when it is published monthly by The Condé Nast Publications Inc., Boston Post Road, Greenwich, Connecticut. Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscriptions $7.50 a year in U. S. A.

Vol. 116, No. 10
Whole No. 1860



PURPLE SPLENDOR…TAFFETA CLOAK AND GOWN

BONWIT TELLER

by Philip Hulitar

New York Chicago
Boston White Plains

BANKERS' CLOTH—pure silk hand-loomed in China—resort suit with lined jacket. Natural only. $110.
Saks Fifth Avenue, New York and all stores; H. & S. Pogue, Cincinnati; Kerr's, Oklahoma City



CHAIR FROM KNOLL ASSOCIATES

Maximilian
New York

Holt, Renfrew & Co. Ltd.
Canada



the Cloak Coat . . .
HOLLANDER Lustrous
Persian Broadtail

Horst

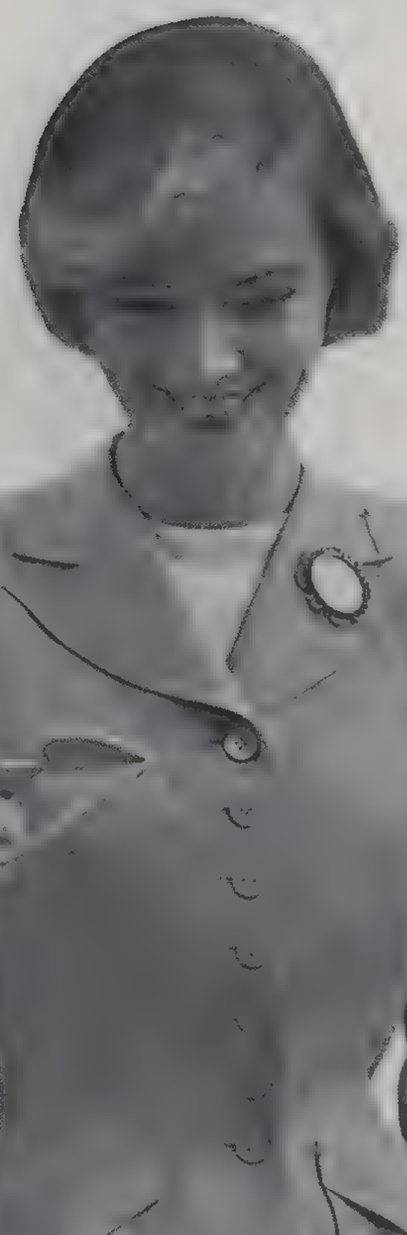
far...



or near...



*you know it's a Weathervane**





tailored by Handmacher

**REG. U.S. PAT. OFF.*

You can see by the look, tell by the fit it's one of those suits that's a joy to own.
Tailored in the shape-retaining, wrinkle-resistant rayon fabric Celanese makes only for Handmacher . . . in colors galore!*
Sizes 10 to 20, 7 to 15, $25. *Handmacher-Vogel, Inc., 533 Seventh Ave., N. Y. 18.*

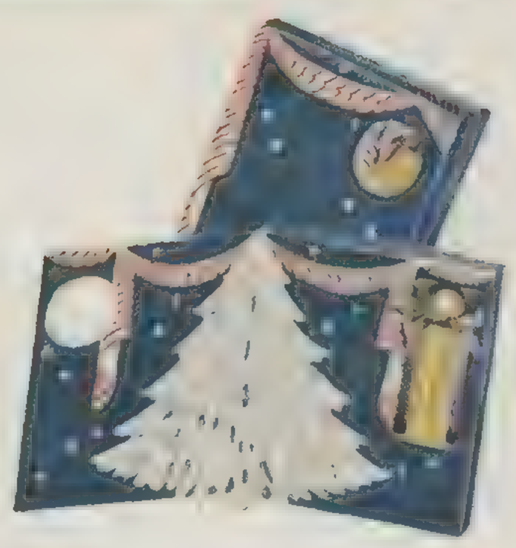




"SANTA TWEED." Gay roly-poly Santa hides a drawer holding ½ oz. Tweed Perfume. Makes a spirited Christmas tree decoration, $5.50



REPLICA CHRISTMAS TREE. A one-dram perfume Replica in gift box with unfolding tree. Tweed, $2.00; Miracle, $2.25; Repartee, $2.50



PURSE FLACON CHRISTMAS TREE. Lovely gift box holds a perfume purse flacon of Tweed, $2.25; Miracle, $2.50; Repartee, $2.75



CHRISTMAS FLORAL DUO. 2-oz. flacons of Bouquet Muguet (Lily of the Valley) and Bouquet Red Rose. In attractive Christmas box, $1.00



THREE SILENT MESSENGERS. Three 2-oz. flacons of Bouquet Lenthéric. Tweed, Confetti and Shanghai or Miracle. Attractively gift wrapped, $2.50



DE LUXE 3-PIECE BATH SET.... 2-oz. flacon of Bouquet Lenthéric, Bath Powder and Sachet. Tweed or Miracle, $3.50. Repartee, $4.15



BOUQUET FLACON 3½ oz.—Confetti, Tweed, Miracle, or Shanghai, $1.25; Dark Brilliance, $2.50; Anticipation or Repartee, $1.50. *Gift-wrapped.* **BATH DUO...** 3½ oz. Bouquet flacon and talcum powder. Tweed, Miracle or Shanghai, $2.50; Repartee, $3.00



REPARTEE PERFUME (made in France), $2.50, $4.50, $8.50, $15.00, $25.00
BOUQUET REPARTEE DECANTER. 4-oz. decanter, $3.50



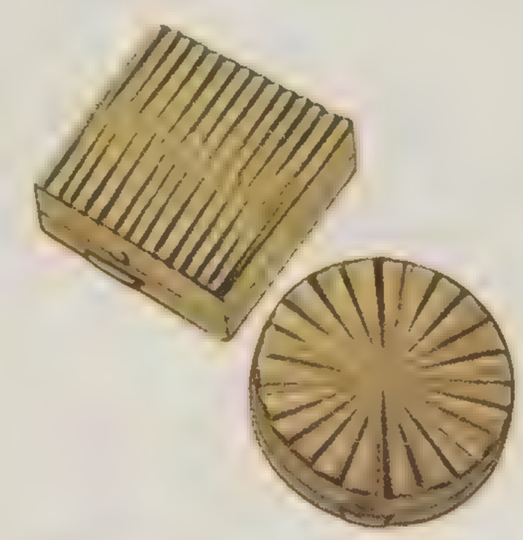
DARK BRILLIANCE PERFUME, a rich, haunting fragrance. Made in Paris. $3.25, $5.00, $5.75, $15.00, $30.00



TWEED PERFUME or **CONFETTI PERFUME,** $1.75, $2.00, $3.25, $5.50, $10.00, $18.00
ANTICIPATION PERFUME, $2.50, $15.00, $35.00



SHANGHAI PERFUME, $2.00, $2.25, $4.00, $7.00, $12.50, $22.00
MIRACLE PERFUME, $2.00, $2.25, $4.00, $7.00, $12.50, $22.00



"BACKGAMMON" GOLDTONE COMPACT (single), $3.95. **TWEED DE LUXE COMPACT** in goldtone case. Powder is pressed in to guard against spilling. $3.00

All Prices Plus Taxes

. . . and here's Lenthéric's incredible new



'TOILET ESSENCE'

Lenthéric's exciting new fragrance idea . . . lasts longer than toilet water, costs less than perfume extract! In cherished Tweed or smart, witty Repartee . . . $2.50 for 2 full ounces.



Lenthéric

PARIS • LONDON • NEW YORK

PERFUMED LUXURIES



GWLANEN

Copyright 1950 Burlington Mills Corp "Reprints of this advertisement are available upon request"



for sale

The September sun of a 16th Century afternoon streamed across the Welsh market-place. The townspeople were hawking their wares — from barrows, stalls, wagons, tables. And most amazing, they were all hawking the same merchandise — GWLANEN. Flannel!

Yet, to the Welsh, this was not strange. For Wales was the birth-place of flannel, and for centuries, they had held fairs where only flannel was sold.

This passion for flannel was understandable. It was, and is, a fabric of unusual appeal. And the Welsh people were only manifesting the same human devotion to beauty that exists throughout the world today.

NO BOUNDARIES ON
BEAUTY *today*

Here, and now, in America, millions are dedicated to the enjoyment of beauty. Whether they find it in the arts or in the art of living, they enjoy more of it than any other people on earth.

It is only natural, then, that so many businesses exist to provide beauty for Americans. Burlington Mills is such a business — creating a world of beautiful fabrics — BUR-MIL® fabrics of quality rayon.

And though the Welsh originated flannel, Burlington Mills produces, each year, millions of yards of rayon flannel . . . a quantity and quality that would have astounded a Welshman accustomed only to his native GWLANEN! And, Bur-Mil flannel comes in not merely gray, brown and blue, but in more beautiful colors than the Welsh ever imagined!



Burlington Mills

Bur-Mil QUALITY®

"Woven into the Life of America"



go Carribean* with

Catalina

Catalina's exciting new Carribean Collection features fabric designs by Jim Tillett of Mexico City. Exotic, exclusive hand-screened patterns in glorious sun-ripened colors, all imaginatively created.*

"Rhumba Ruffles," 100% Nylon Laton taffeta princess front suit in gay Caribbean colors.

LOOK FOR THE FLYING FISH

*Registered

Write for folder of other Catalina styles and name of nearest store. Catalina, Inc., Dept. 201, Los Angeles 13, California

More women wear Revlon than any other nail enamel and lipstick in the world because

COLOR makes the fabulous difference

REVLON makes the fabulous colors



Nothing like Revlon true nail enamel for all-but-endless wear!*

Nothing like Revlon lipstick for lastingly color-luscious lips!

**Accepted by the Committee on Cosmetics of the American Medical Association*



Nothing in the world

will take the place in women's hearts of beloved pure silk! Like furs and perfumes, the symbol of all feminine loveliness! Fischer's charming silk crêpe slip, fashioned with rich laces, is yours in an array of fair colours: black, larkspur blue, pink, darkling brown, navy blue, white, twilight gray or champagne. Identical petticoats, too. At the nicest stores everywhere.

Heavenly silk lingerie by Fischer

*Reg. U. S. Pat. Off.

Complete advertisement
Copyrighted 1950, Fischer & Co., Inc.

Make
her
a gift of
Paris...

LUCIEN LELONG

Perfumes

Orgueil, $110*

Indiscret, $25*

Cachet, $40*

* PLUS TAX



"OPENING NIGHT"...

With the Focus on Jewels

The exciting spell of nighttime . . . and the radiant beauty of rhinestones and baguette clusters.

Necklace,* **$45.**

Earrings,* pair **$15.**

Bracelet,* **$32.**

plus tax

Other exclusive costume jewelry pieces, styled by Marcel Boucher, priced from $5 and up. Available at better stores in United States and Canada. See VOGUE'S Buying Guide in this magazine for list of stores in your city, or write to:

Marcel Boucher et Cie, 347 Fifth Ave., New York
Avon Jewelry Ltd., Belleville, Ontario, Canada

Styled by

Marcel Boucher

*Design patent pending. U. S. Pat. Off.

for the ladies in your life

a peignoir handfashioned

in silk by

REGINÉ BRENNER

worn over a gown echoing the same delicate detail. Sizes 32 to 36 the peignoir 75.00 the gown 49.95. In miniature sizes 4 to 10 the peignoir 45.00, the gown 32.95. Tender tones of yellow, green and blue. Mail orders promptly filled.

ERNST BEADLE

NEIMAN-MARCUS

DALLAS



Once again world famous designer Jacques Fath who designs in America for Joseph Halpert, uses MOYGASHEL* linen exclusively—here in a pale blue sheath side buttoned with a cloud of charcoal silk organza. Fath chose MOYGASHEL* because it is the quality linen with the perfection only a linen that is woven, dyed and finished in Ireland may claim. Pure, crease-resistant and color fast, it is assured and guaranteed as such by the MOYGASHEL* label sewn in every costume and dress made of this superlative material.

MOYGASHEL*

*Reg. U. S. Pat. Off.

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by Evyan
CREATOR OF "WHITE SHOULDERS"

give her fit,
fashion,
femininity...
Belle-Sharmeer®
stockings
in
her own
leg-size

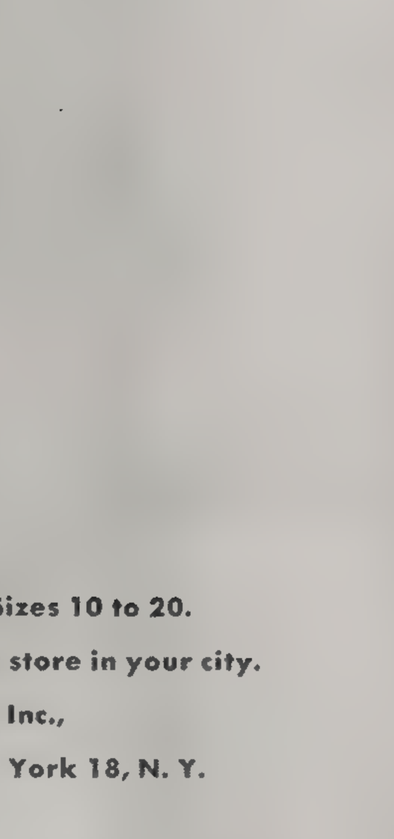


brev for slender or small legs Sizes 8 to 10
modite for average size legs Sizes 8½ to 11
duchess for tall, larger legs Sizes 9½ to 11½
and classic for largest legs Sizes 9½ to 11

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In Forstmann's Milateen. Sizes 10 to 20.
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The House of Swansdown, Inc.,
500 Seventh Avenue, New York 18, N. Y.

Swansdown®



HAT BY IRENE OF NEW YORK



A SPANISH ACCENT in STAFFORD's tie foulard, romantically framed in velvet. The slim wrapped dress bares your arms for bronzing . . . the velvet bolero covers them up. Sizes 10 to 18. Red print with black velvet, Wedgwood blue with navy, brown with brown. Under $60. *For store nearest you, write* KANE WEILL, 498 Seventh Avenue, New York 18

Jean Cocteau

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Elizabeth Arden

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GAME BIRDS†



For the Man
in Her Life

Wembley Ties are approved for fashion by Men's Fashion Guild of America. For the name of the store nearest you

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Each pattern in six different color combinations.

$1.50 $2 $2.50

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see Vogue's "Buying Guide" in the back of this issue, or write Wembley, Inc., Empire State Bldg., New York.



HAT—JOHN-FREDERICS

TOOTAL* LINEN

marked Tebilized* for tested crease-resistance. Always in fashion—the most luxurious linen you can buy. For store near you, write Dept. V-7. T. B. Lee Co., Inc., 1441 Broadway, New York 18, N. Y.



Tootal linen is a fabric whose charm remains undimmed season after season. Its beautiful colors, exquisite texture and fine crease-resistance make smart clothes look even smarter. In Standard Linen (with a slubby weave) and Super Linen (smooth textured). Woven in Great Britain—finished in U.S.A. By the yard at better stores.

THE TOOTAL GUARANTEE. All goods bearing the Registered Trademark TOOTAL are guaranteed and warranted to give satisfaction. They have been manufactured under rigid controls maintained by Tootal Broadhurst Lee Co. Ltd. of Manchester, England. Should dissatisfaction arise through any defect whatsoever in the material, Tootal will replace it or refund the price and pay the cost incurred in making up. *Reg. U. S. Pat. Off.

CLOTHES ILLUSTRATED ARE MADE FROM McCALL PATTERNS. (UPPER LEFT) JACKET 7664, BLOUSE 8057, SKIRT 7836; (UPPER RIGHT) 8105; (BELOW) WAISTCOAT 8132, SKIRT 8186.

Dress—Tina Leser
Jewels—Seaman Schepps



Emba® Royal Pastel Mutation Mink

resplendent and topaz-fired, in a jacket for all festive occasions . . designed by Ben Kahn

Jandel, Washington, D.C. *N. H. Rosenthal, Chicago* *Creed Ltd., Toronto*

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a stocking that
gives you
a lovelier
leg complexion
Face powder Finish*
in 60-gauge
Nylomist stockings
Bur-Mil® Cameo's® exclusive,
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actually reflects less light, making
your legs look misty and
infinitely alluring. Ask for
Cameo's 60-gauge Nylomist...
incredibly longer-wearing
sheer stockings, in the seasons'
important colors.
BUR-MIL CAMEO
stockings
A PRODUCT OF BURLINGTON MILLS
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Supremely beautiful nightdress
at once youthful and dignified
of permanently pleated nylon tricot
and exquisite nylon lace in
Candle Light and Indigo



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Copiously charged with intrigue

the "forbidden" perfume by Dana

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AT FINE RETAILERS, OR WRITE FOR STORE NEAR YOU

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*Reg. Fouke Fur Co.



A truly superior nylon stocking with a sole of silk

smooth . . . soft . . . absorbent . . .
the maximum in leg flattery
the ultimate in foot comfort

. . . At The Hosiery Counters of Finer Stores From Coast To Coast
For store listings see buying guide on page 174

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There is only one...



...the costliest perfume in the world

ALSO FROM PARIS ✣ JOY SOAP AND JOY POUDRE IN FIVE LOVELY SHADES ✣ FOR PERFECT HARMONY

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THE INIMITABLE MORLOVE TOUCHES OF CUSTOM DETAIL . . . EXQUISITE WORKMANSHIP . . . BEAUTIFUL COLORS IN A TRIO OF BLOUSES — ETCHED IN VELVET, LACE OR RHINESTONES.

LEFT: AROUND $15. CENTER: AROUND $12. RIGHT: AROUND $13.

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Milliken

DRESS CREPE—50% wool, 50% worsted—for total smartness in your first Spring costume.

The fine qualities of Milliken crepe are accentuated by the tulip line and long-stemmed pleats of this dress by Joset Walker of David Goodstein.

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"The Stocking of the Stars"*

by Willys* OF HOLLYWOOD*

Exclamation point to a fashionable wardrobe! Exquisite designs, in perfect taste, created by the genius once reserved for Hollywood's loveliest legs. Today available at fine stores throughout America. From 1.95 to 7.50 the pair

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Costumes and shoes by Lord and Taylor

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SAYBURY

DEEP-QUILTS A ROBE TO SHEATHE YOUR FIGURE BEAUTIFULLY

All gleam and glimmer . . . shine and shimmer, this sweet-flowing Saybury robe that rhymes with your lines . . . does pretty things for your figure. Note the shoulder-wide collar, the swashbuckling cuffs—both flashed, unexpectedly, with the lining's contrasting color. The secret of this robe's smooth, flawless sweep, of course, is the dependable Talon slide fastener that glides up and down its track with effortless ease. Green with coral, aqua with ruby, ruby with aqua. Sizes 10 to 16. Also junior sizes 9 to 15.

At leading stores; or write for address of store nearest you to Talon, Inc., 461 8th Avenue, New York 1, N. Y.

Talon
REG. U. S. PAT. OFF.
THE QUALITY ZIPPER

Talon, Inc., Meadville, Pa.





Glamour Girls or Grandmas...

they all want Folding Umbrellas

with the unbreakable MARVEL Double-Rib frame

This umbrella is made on the genuine MARVEL Double Rib FRAME



● No gift problem, no puzzling about sizes, no age-limit!
A folding umbrella . . . the perfect gift for glamour girls, career women, homemakers, rocking chair or gadabout grandmas. But not just *any* folding umbrella . . . make sure it has a MARVEL frame with the round *double* ribs guaranteed not to break, buckle or cut the fabric . . . *despite* rain torrents or whipping winds.

Just 12 inches long . . . fits into pocket, purse or overnight bag. An unexpected downpour . . . up goes the full-size umbrella and up *it stays;* thanks to its sturdy, fool-proof MARVEL Double-Rib frame. So simple, even a child can open it! Closes in a jiffy . . . handle has exclusive automatic lock . . . eliminates annoying floppy ends. Encased in its sheath or carried full-length and uncovered, it looks smart and trim.

A year 'round gift that *lasts* for ages!
Superior jewelry-crafted construction . . . 31 patented features, including rust-proof brass joints and handsome double-protection plating. Attractive styles for men and women, at leading umbrella counters throughout the U. S. and Canada. From $8.98 up.

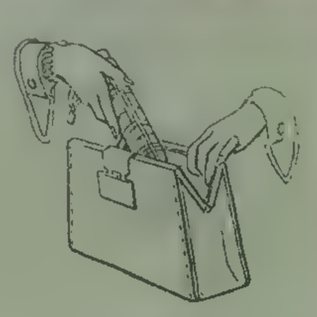
American Folding Umbrella Co., Long Island City, N. Y.



Opens and closes in a wink; won't blow out or cave in.



Exclusive automatic lock in handle eliminates loose, floppy ends when carried full-length.



Only 12 inches long when folded! Fits in bag or pocket. So handy . . . so smart.

Make this a **MARVEL** *Folding Umbrella Christmas!*


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CIRO.
THERE IS NOTHING LIKE
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It's fantastically fascinating . . .
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Wear it, and be acclaimed!
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Perfume $5, 7.50, 12.50. Toilet Water 2.75, 4.50. (plus taxes)



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there is

no substitute for

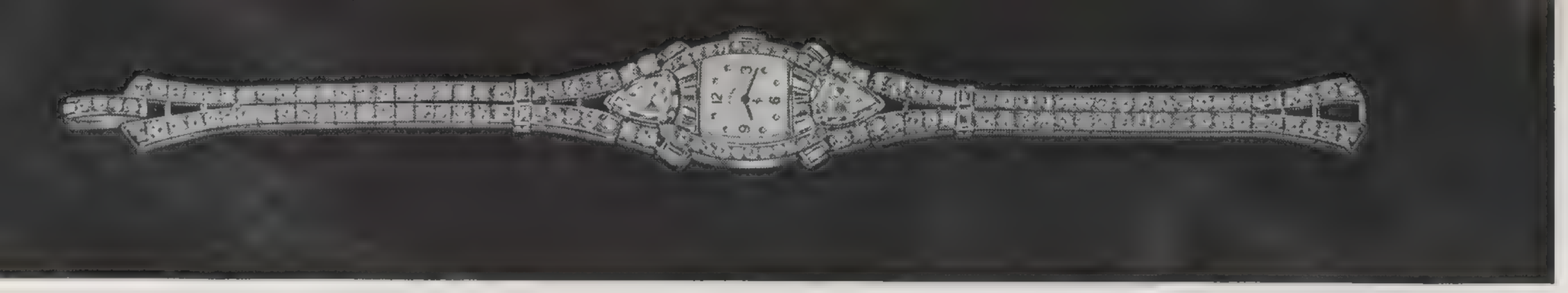
Celanese®

Acetate Rayon Yarn

● Chauvin-Combier uses Celanese yarn in an elegant duo-tone panne satin, shown here in a holiday-at-home costume by Jane Derby. Leading mills the country over use Celanese yarn to achieve their most distinguished fabrics.

Celanese Corporation of America, 180 Madison Avenue, New York 16.

*Reg. U. S. Pat. Off.



Glorious diamond set bracelet and case with two magnificent pear-shaped diamonds, each weighing more than a carat and a half.
$12,500

FOR YOUR CHRISTMAS ENCHANTMENT

... a Lady Elgin *diamond watch with the flair of the future*

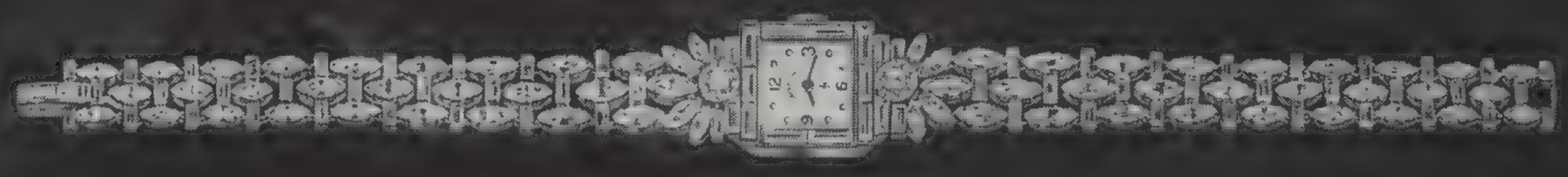




Above—Exquisite gift . . . platinum case ablaze with diamonds. $1,750

Distinctive platinum case in a wreath of sparkling diamonds. $2,000

A splash of brilliant color . . . diamonds set in platinum. $1,250



Left—Superb example of modern jewelry design. Subtly graduated bracelet set with alternating marquise and baguette diamonds. $8,250

Whisper your wish for a Lady Elgin of surpassing beauty—its case of platinum brilliant with diamonds of the finest cut and color. You'll find a willing ear because you are so practical. A Lady Elgin is a superb timepiece. Its accuracy is Elgin observatory-timed to the stars, its constancy assured by the miracle DuraPower Mainspring. And it is made in America. These and many other diamond Lady Elgins styled by Henslee are available at your jeweler's. Whisper your wish . . . tonight.*

Diamond set

Lady Elgin *watches*

From $95 to $12,500. Prices include Federal Tax
Prices subject to change without notice.

*Elgin guarantees the DuraPower Mainspring will never, never break! Made of "Elgiloy" metal. Patent pending

Christian Dior designs in Great Lakes Mink



JEWELS—CARTIER

The dark, shining magnificence of natural pedigreed Great Lakes ranch mink..executed by Reiss & Fabrizio.

I. MAGNIN & CO., California • MARSHALL FIELD & COMPANY, Chicago • NEIMAN-MARCUS, Dallas

Great Lakes Mink Association

GREAT LAKES
GREAT MINK

LINEN...

with flashes of rainbow embroidery

Pure imported linen . . . to dazzle the resort scene now, to light up your own particular part of the world come summer. In suntan, oxford grey, navy, natural. Tebilized® for tested crease-resistance. Sizes 10 to 20. **$17.95.** For name of L'Aiglon store nearest you, write L'Aiglon Apparel, Inc., Dept. V, 1350 Broadway, New York 18, N. Y.



L'AIGLON

HAT BY JOHN-FREDERICS

someone lovely has just passed by !

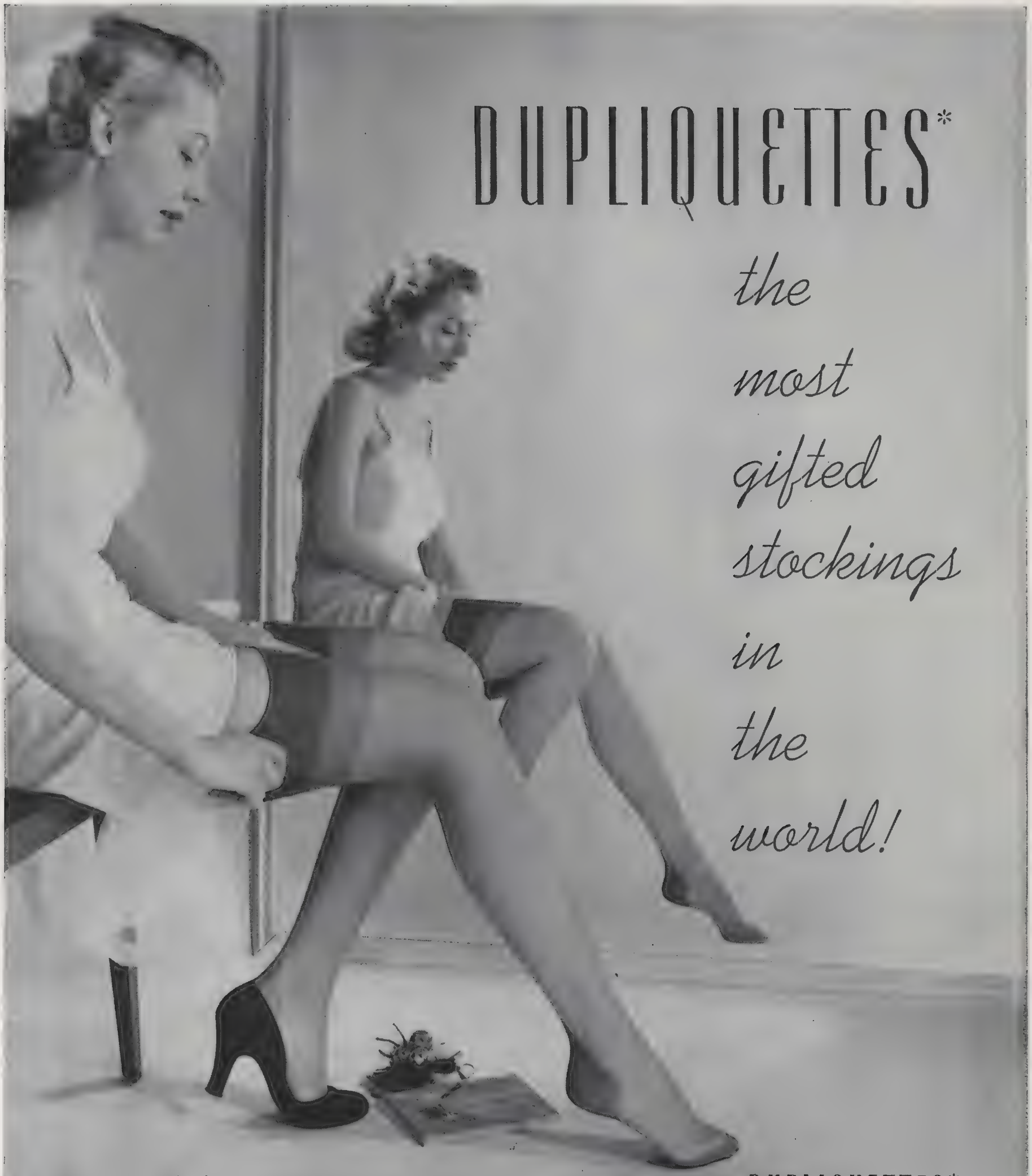
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"SOMEONE LOVELY HAS JUST PASSED BY!"


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the Voyager



From England comes that wonderful imported Frelon Challis, exclusively ours, for the permanently pleated overblouse. From our own shores...fine Ames Worsted Crepe precisely tailored in a "contour-styled" classic skirt. Slim, but easy-walking, with side kick-pleats.

Overblouse in scarlet-tangerine-navy; aqua-sun gold-russet; or lime-raspberry-royal, about $18. Voyager skirt in matching navy, russet, or royal, about $13. Sizes 9 to 15, 10 to 18.

At fine stores everywhere...see Vogue's buying guide, or write:

722 S. Los Angeles St., Los Angeles.

Dan Gertsman
California

All at once . . . *you're lovely*

Whether you pour yourself into a column of satin or surround yourself with a Balenciaga balloon dress, you can be slim as a reed but *comfortable*, too. That's the heavenly *feeling* that goes with the heavenly *fit* of a Warner's corselette.

Like wearing a powder base—it's *that light!* Like slipping into a tan—it's *that smooth!* Warner's have marvelous bra-free "Free-Lift" corselettes, too. Or "Half-Sizes" a short-waisted figure longs for. At the nicest stores.

WARNER'S® *bras • girdles • corselettes*





Fragrant gift with THE MIDAS TOUCH

Golden Orchid by Dorothy Gray

To be worn with great assurance, for this is the perfume of conquest . . . a golden, full-blown fragrance that says quite unmistakably: "The world is mine!"

Scent Mate Series: Cologne and Dusting Powder, (illustrated). Perfume, Bubbling Bath Salts, Talcum . . . from 75¢ to $2 *plus tax.*

Or choose NOSEGAY . . . fresh, young, May-in-December fragrance, appealing as an armful of flowers. Cologne & Dusting Powder (illus.). Perfume, Bath Accessories, Gift Sets . . . from $1.50 to $5.00 *plus tax.*

Madame Herma gown . . . "Golden Orchid" . . . inspired by its perfume namesake
Coiffeur, Emile, Park Ave. • Lipstick and Nail Polish, "Red Trey" by Dorothy Gray • Topaz Jewelry by Seaman-Schepps.

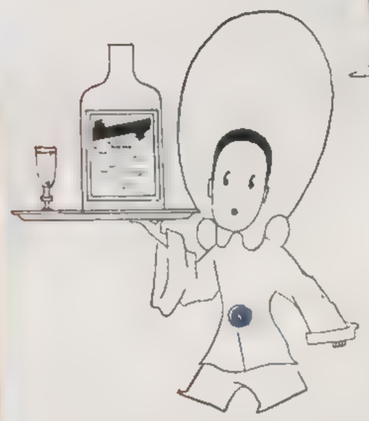
Cordials by Cointreau





Before dinner, enjoy the delightfully refreshing Cointreau sidecar.





After dinner, Cointreau, the perfect liqueur with your coffee.

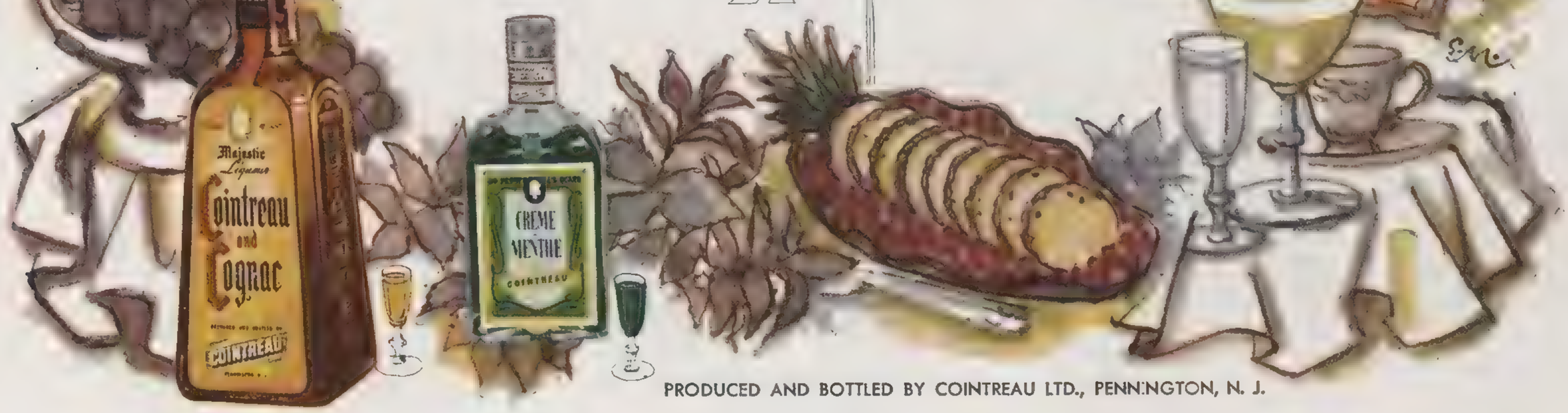


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shocking perfume—8.75, 15.00, 32.50...purse-size dressmaker bottle, 3.00 *(prices plus tax)*

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soft as a caress . . . warming as an open fire . . . a gift to gratify the most patrician tastes.

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Skirt of luxurious Bermuda Cloth, a superb all-wool fabric in neutral tones of tan heather or oxford heather. Sizes 10 to 18. About $12.95

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Guerlain Parfumeur maison fondée en 1828



Caviar by Caltex

...newest of their colors headed beachward a cool, deep gray flatterer for skin-tones. Equally complimentary to the figure, Greer's deft custom touch. Companion suits in caviar star-studded elasticized jacquard satin. Each about twenty-five dollars.

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Howard Greer

Star-spangled manner



Starfish

star pattern exclusive with CALTEX of California

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Spectacular Impressions OF TIME

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A diamond crystal dominates this superb diamond bracelet watch: $10,000.

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*Smooth as French Creams, the imported linen,**
lighted with "gold" buttons. In fresh winter pastels
for now and all spring and summer. Melon, beige,
blue, primrose. Sizes 12 to 20. *Under $20.00*

* *Tebilized® for crease resistance*

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Hat by Mr. John

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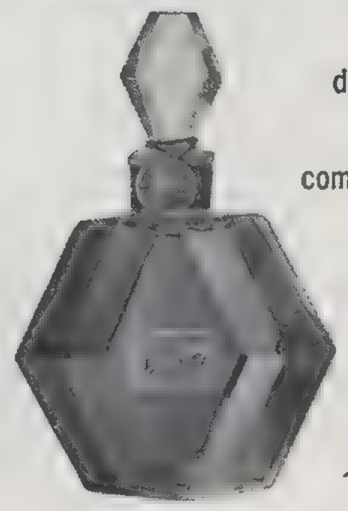
FRENCH CHIC . . AND | AMERICAN KNOW-HOW



Discriminating **Vicomtesse de Bresson** of Paris says, "We are a collection-conscious people... in perfumes as well as in fashions. My perfume collection consists of just two fragrances — Apropos and Devastating. Both 'le dernier cri'."

Apropos





Vivacious **Miss Cynthia Cogswell**, debutante daughter of Mr. and Mrs. William F. Cogswell of New York says, "I've discovered that I receive more compliments on Apropos and Devastating than any perfumes I've ever worn. Any wonder that I've settled on them exclusively?"

Devastating

the right two perfumes make a collection

ANJOU

PARFUM $2.00 TO $20.00. EAU DE PARFUM $2.00 AND $3.50

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Lastex
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. . . the miracle yarn that makes things fit

UNITED STATES RUBBER COMPANY • Rockefeller Center, New York

Paula Brooks



A. Rayon Gabardine in Spotlight colors including Banana Beige, Lime, Aqua, Siesta Red. Sizes 10 to 20. $22.95

B. Garden Print Rayon Crepe in Brown, Navy or White background. Sleeves detach to give "new sheath look." Sizes 8 to 16. $35.00

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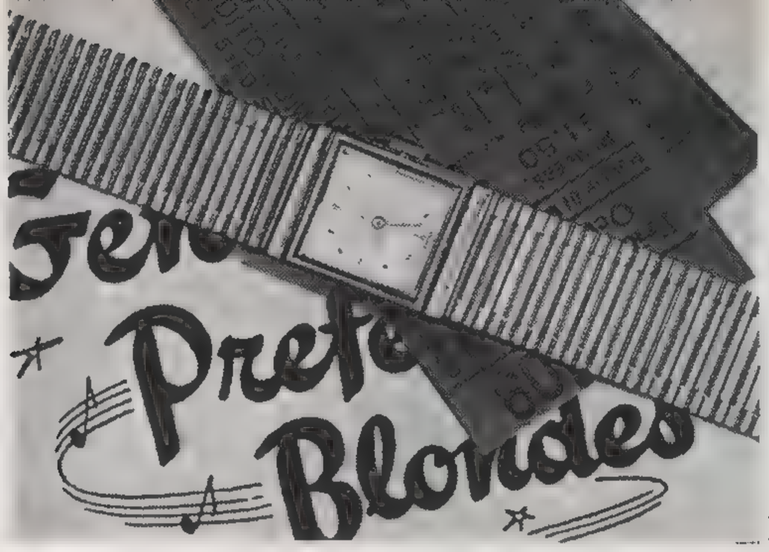
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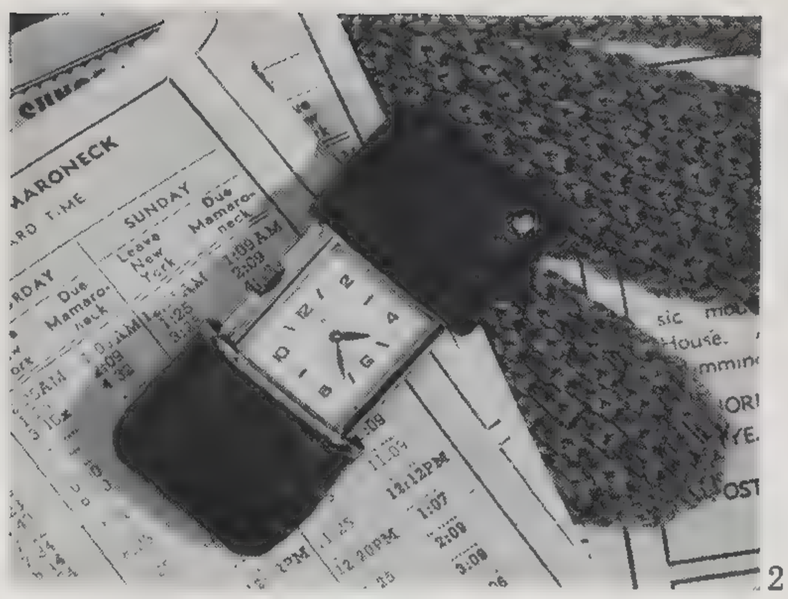
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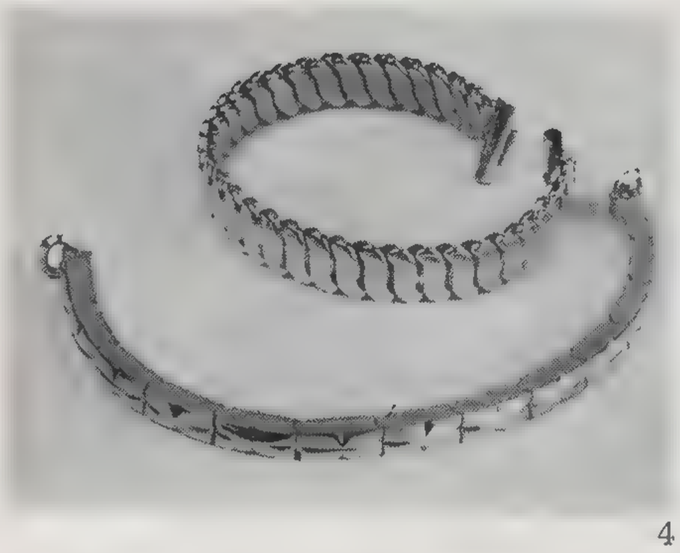
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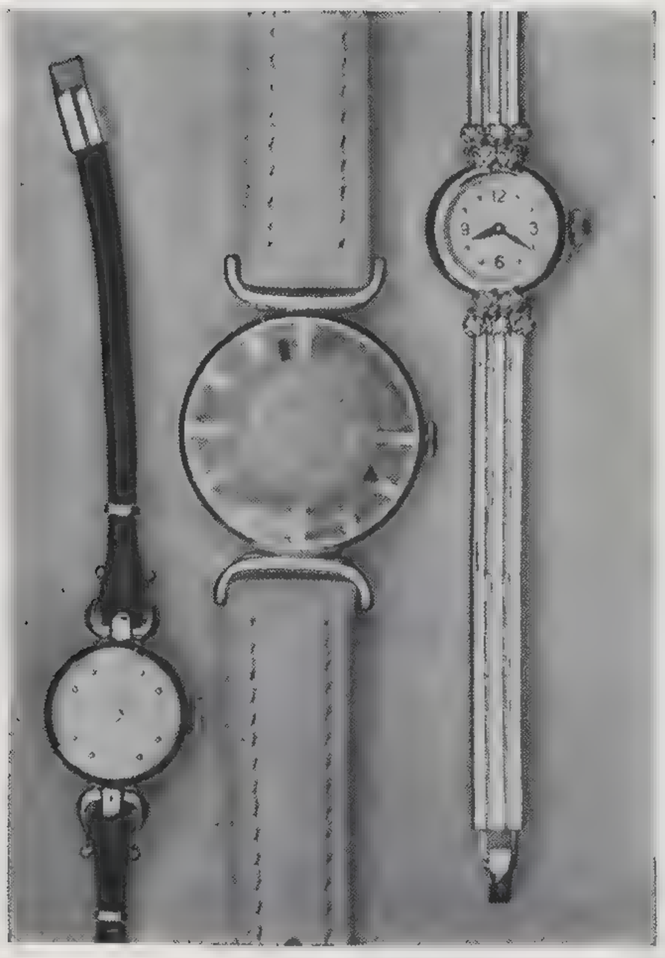


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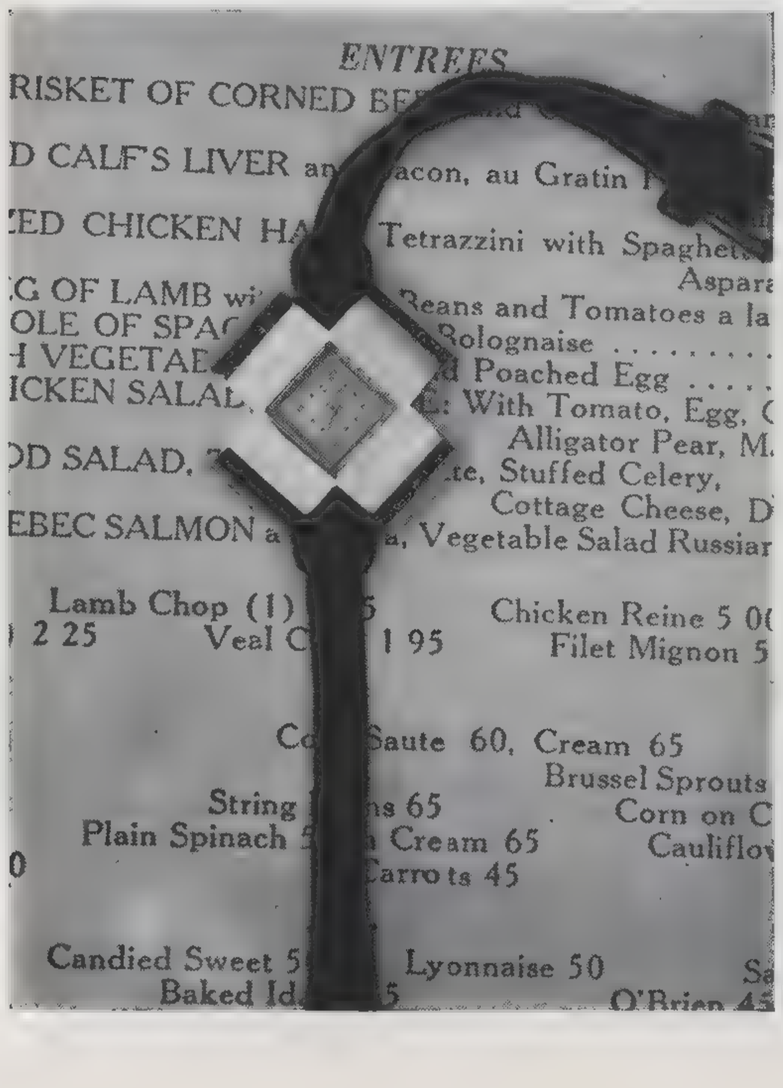
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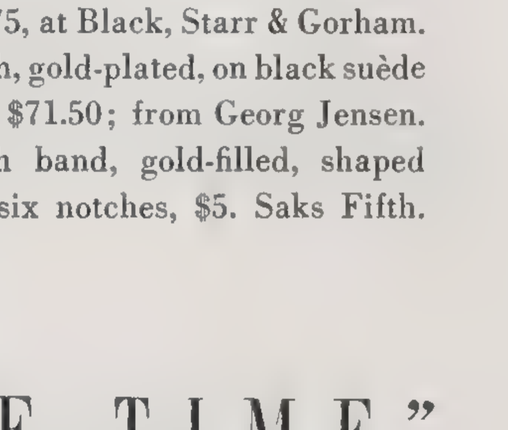
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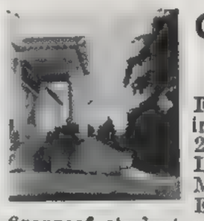
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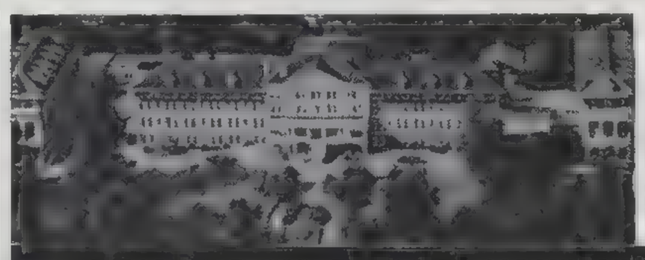
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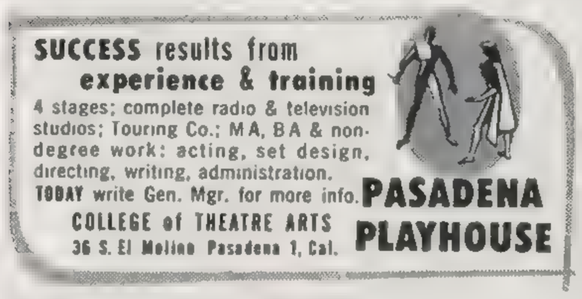
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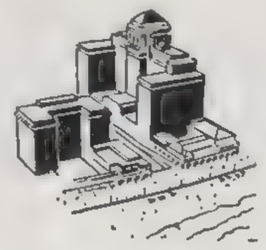
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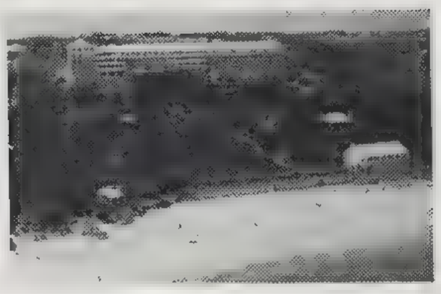


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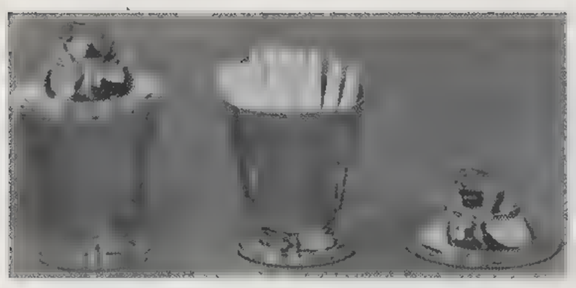
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60 EAST 55th ST., NEW YORK
"CRAVATEUR" Reg. U. S. Pat. Off

SHOP HOUND . . .



2.



1.

1. TWO NEW SPORT SHIRTS for the man who may be planning a post-Christmas trip south. Both by Izod of London. The plaid, bright cotton Madras, $10.50; Saks Fifth. The bold check, dark cotton voile, $10; Marshall Field.



3.

2. TIE-SILK DRESSING GOWN in Christmas colours: green tie pattern against red. A good traveller, this robe is light, not prone to crease, easy to fold for packing. By Royal Robes, in sizes 36 to 44, $20; from Arnold Constable.

3. A MAN'S SHIRT from Bergdorf Goodman! That's news. This women's specialty shop has opened a new department—a men's shop, for sports and evening accessories. The sports shirt here, in powdery blue silk Honan, $22.50.

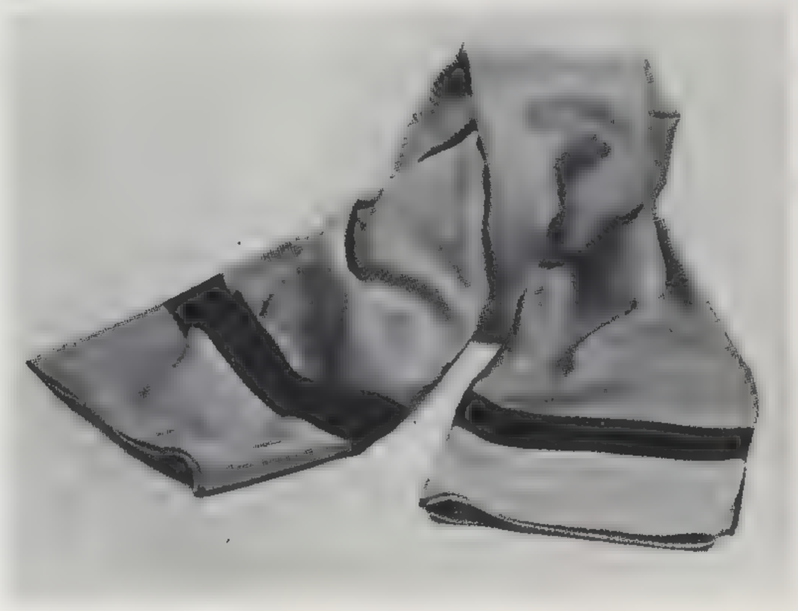
4. OUR JOE CARTER, an expert in these matters, says this is a tie you could give with confidence to conservative or liberal. Navy-blue tie-silk brightened by red and white in an even pattern. $6.50; at Saks Fifth Avenue.



4.

5. FROM ITALY, a beautiful scarf of tie-silk closely striped in black and grey with a band of navy blue on one side, black on the other. A nice variation from white for black-tie evenings. $10; De Tanya, 7 E. 55th St., N. Y.

5.



follows the men



6.

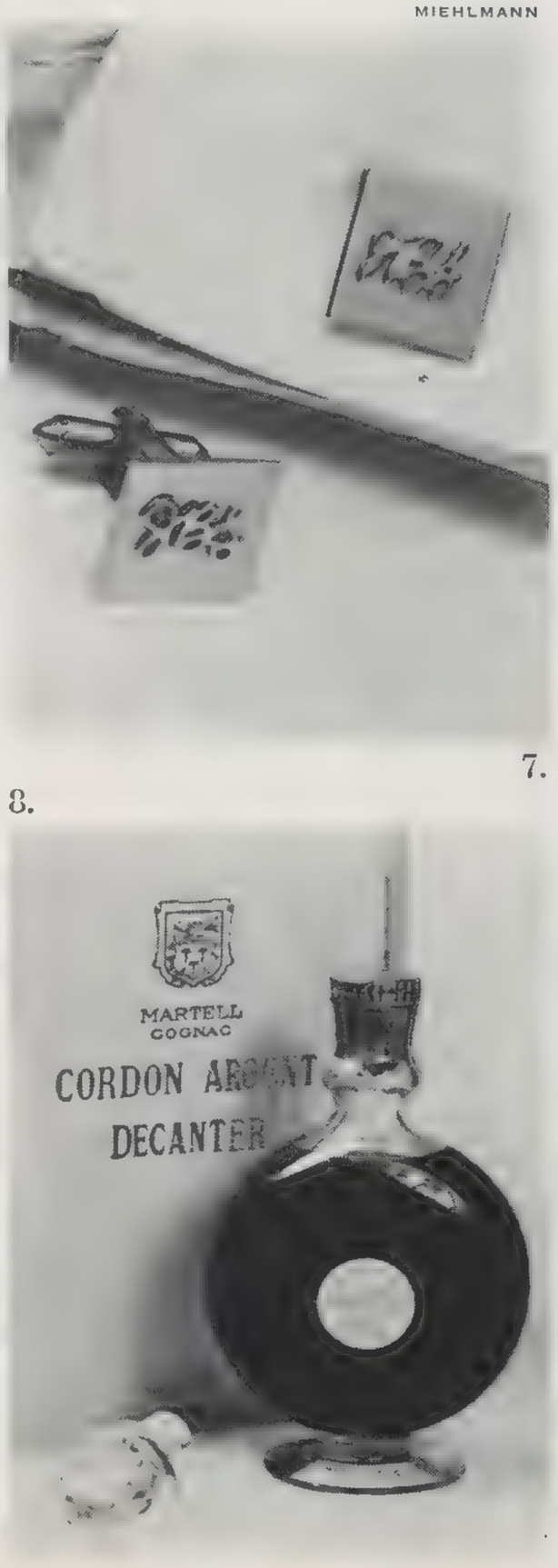
6. PRESENT WITH POLISH: English shoe-shine kit of brown cowhide with a pair of natural bristle brushes, two shoe cloths, and two tubes of Meltonian cream (one for brown, one for black shoes). $5; Briggs, 2339 Broadway, New York.

7. EVER PRESENT, ever-pleasing idea for a Christmas collection: a handsome pair of cuff links. These, sturdy gold-plated squares with raised three-letter monogram. $3.95 tax inc., postpaid; from Uttal's, Dept. V-2, Mount Vernon, New York.

8. CHRISTMAS TREASURE. Martell "Cordon Argent" Cognac—a fifth comes in a magnificent hand-cut crystal carafe by Baccarat (to fill time and again), makes a gala present for any man on your list. $35.70; Sherry Wine & Spirits, 679 Madison Ave.

P.S. REMINDER that a carton of his favourite cigarettes is always a welcome sight under the tree. Among the best-looking this year: the white Herbert Tareyton carton with holly pattern, the Old Gold carton in a paper sheath that looks like beaten gold.

MIEHLMANN



7.

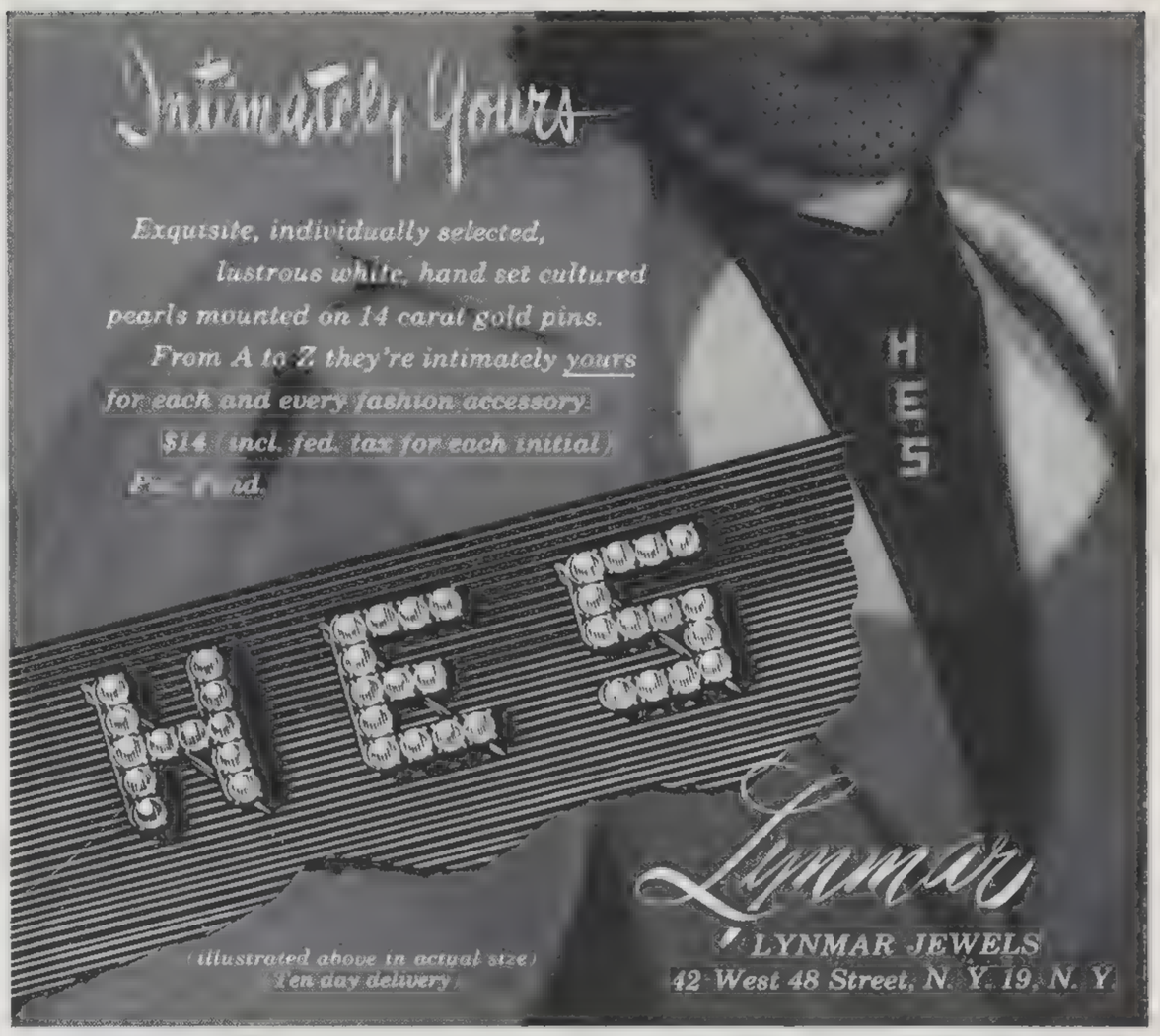
8.

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$14 (incl. fed. tax for each initial)

Postpaid.

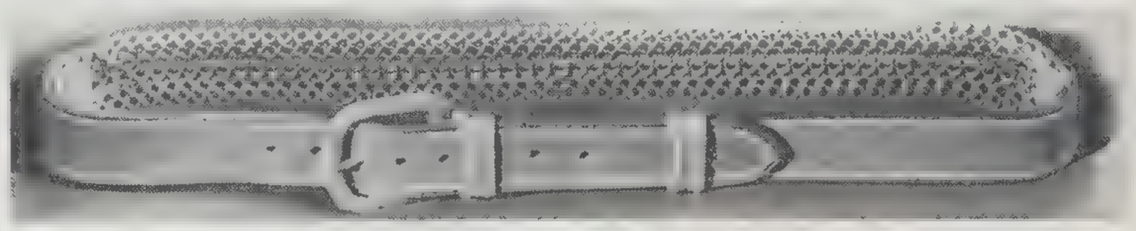


Lynmar

LYNMAR JEWELS
42 West 48 Street, N. Y. 19, N. Y.

(Illustrated above in actual size)
Ten day delivery

Gift For Dad or Son—Wonderful, Comfortable Expanding Belt



MARTIN'S EXPANDING SPRING BELT, made in England, for golf, sports and everyday wear. Patented spring action "breathes" with you. Will not rust, stain or lose its spring. Sent postpaid. (Send Waist Size.) Tan Topgrain Cowhide Front.

Men's regular, 29" to 42", $3 Narrow, $2 Boy's regular, 24" to 29", $2
SPECIAL: All leather English Suspender with spring action, small, medium, large. $3.

British Makes, INC., **525 Main Street, New Rochelle, N. Y. NE 2-7100.**

Give him the luxury of these RAYON

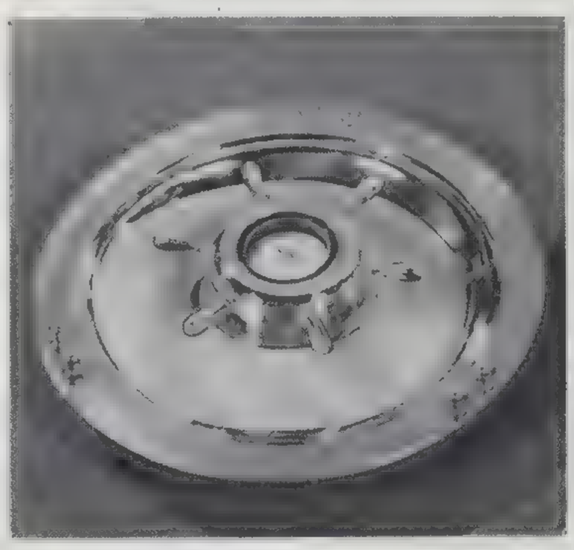
MANDARIN PAJAMAS

Wonderful Christmas gift. Lustrous, washable rayon pajamas, with richly embroidered dragon, mandarin collar, contrast piping, fringed belt. Comfort-cut balloon seat, adjustable waist. Pastel blue, grey, maize in sizes A, B, C, D. Exclusive with Hamburgers. Beautiful gift, unusual value at **$7.95**
Postage paid in U. S. on receipt of check or money order. Order today. Dept. V

Hamburgers, *Baltimore 1, Md.*
Outfitters to Men and Boys for 100 Years



The Skipper
ASH TRAY



A handsome gift for a desk-bound navigator or "that man" with sea-faring interest.

Hand-crafted in solid brass, there is a real workable compass, set in a helmsman's wheel.

In a good size, 7¾" diam., it's felt-based to protect polished surfaces.

$9.95 postpaid

The Treasure House
45 Cedar Street Dobbs Ferry, N. Y.

BRONZINI
5 E. 52nd St., N. Y.



SHOP



TRIBUTE to anything from a simple dinner dress to black velvet slacks: jacket of Tribute silk brocade, silk-lined, handmade in China. You might wear it first on Christmas morning. Sizes 34 to 38 in pale gold, green, or blue, $57.50; Gunn & Latchford, 323 5th Ave.



FOR CHRISTMAS CHEER, these clear hand-moulded crystal decanters, with square bases, heavy, faceted stoppers. Each holds 32 ounces, is 10½ inches high. $4.75 each; $9.25 a pair; The Josselyns, Box 147, Dedham, Mass.



Say "Merry Christmas" with enchantments labeled Henri Bendel

Compact-and-Lipstick Set of mother-of-pearl and brass...the compact a reproduction of an old snuff box, $11.60. Purse Sewing Kit of jewelers' bronze...cover encrusted with simulated jewels...filled with diminutive sewing necessaries, $6.60. Prices include federal tax.



Henri Bendel

10 WEST 57
NEW YORK 19 NY



Tartan Slacks
in authentic Scotch clan plaids. 100% wool. **$29.50**
Sizes 12-18

Cashmere Sweaters
imported from Scotland.
Short-sleeved pullover **$14.95**
Cardigan **$22.95**
Sizes 34-40

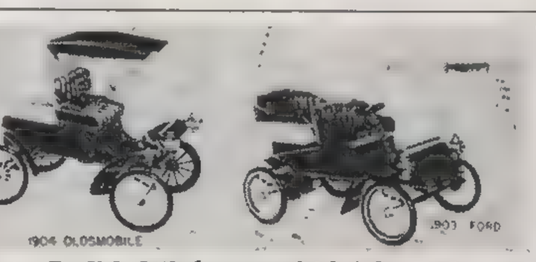
On your Bermuda Holiday, visit The Bermuda Shop in Hamilton

The Bermuda Shop

554 Madison Ave., at 55th Street
New York 17, N. Y.



ELEGANT GIFT STOLE Just **$9.95!**
Luxury fashion to liven her wardrobe. Purest wool 7-ounce jersey, the long fringe all hand-tied, black, white, rouge red, kelly green, navy. Write Vera Horn of California, Box No. 671, Beverly Hills, Calif. (Sent Express Collect. If you're in California, add 3% tax.)



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Thousands of people are enjoying their leisure hours building these delightful early model miniature autos. When completed they are truly collector's items, so unusual and gay that friends will simply rave about them. They are simple enough for a 10 year old child to build, yet so delightful that adults can't resist constructing them too! Built to scale, made of wood, average length 7". Every set Xmas gift wrapped for your convenience; immediate delivery guaranteed. **Start today—order NOW!**

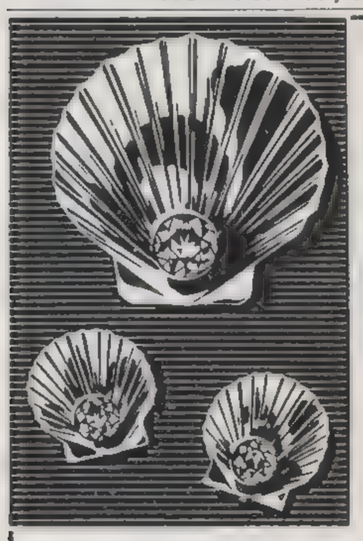
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All sent postpaid C.O.D.'s accepted

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fashionable new jewels

Treasures for that woman in your life! Charming 14 kt. gold scallop shells set with fascinating, fiery-white Zircons. The pin a large 1¾" diam., holds a Zircon of about 3 cts. . . . also worn as a pendant. **$125.** Matching earrings with Zircons. **$75.** pr.

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A ROSE IS A ROSE

A pink rose encased in velvet-violet colored dusky plastic that is an atomizer, gives your dressing table an extra feminine sweetness. The plastic makes the rose in 3 dimensions—makes it look as dewy and fragile as a fresh blossom. The atomizer holds a generous supply of your favorite scent. About 4" high.

$3.75 prepaid.

No C.O.D.'s, please

EDITH CHAPMAN
50 Piermont Avenue — Nyack, N. Y.



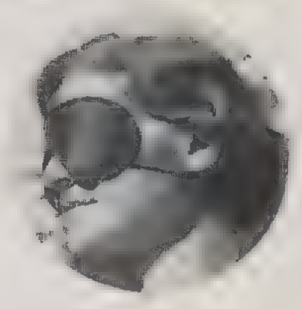
MOIRA SHEARER'S *autographed* RED SHOES

They have danced their way into your heart—NOW they can be enchantingly yours, in your own home as a table or wall decoration, plain or filled with flowers or ivy. They are of bright red ceramic, lined in white, with a red satin ribbon. They are actually cast from Miss Shearer's famous red ballet slippers, and each pair is dedicated personally to you by her autograph appearing on the insole. **$4.50** *ppd.*

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DAY OR NIGHT **SLEEP SHADE**



The Original Sleep Mask
Hundreds of Thousands Sold

Sleep Shades . . . a boon to restless sleepers . . . help rest tired eyes, relax edgy nerves, promote sounder sleep day or night. Weigh less than ½ oz. Design medically approved.

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Since 1932. Full refund if not satisfied

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HOUND

. . . in the holiday swing



A BARREL of Somali leopard, lined with black silk satin, with a zipper compartment that doubles as a purse. You might echo the beige tone of the fur with beige for gloves, hat, or your whole costume. $50 tax inc., ppd.; Oce-Leopard Co., 244 West 39th Street, New York.



GUIDE TO TRAVELLERS. Of sterling silver, 15-jewel Elgin watch, the back mounted with a St. Christopher medal. Fifty-cent-piece size, to tuck in purse or pocket. $33.75 tax included; Tourneau, 431 Madison Ave., New York, N. Y.

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Black Satin, Black Faille Trim
Red Cobra, Off-White Cobra
Navy Cobra, Red Cobra Trim
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White Suede, Genuine English Ostrich
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Honey Cobra, Mint Cobra, Yellow Cobra, and Off-White Cobra

Sizes 3 to 9, Narrow and Medium.

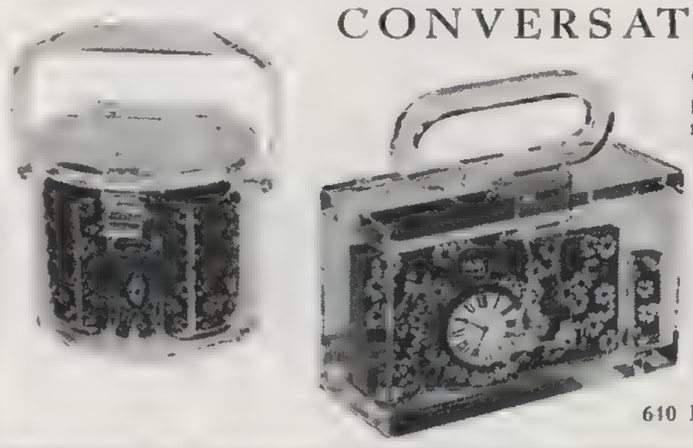
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Square bag.....$39.50
(with accessories..$75.00)
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$195.00 *plus tax*

Jolie Gábor

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So warm . . . so soft . . . so heavenly light —our lovely diamond weave negligee of 100% virgin wool. Dainty pleated ruffle on lapels, sleeves, pocket. Rayon sheer lining. Folds into practically nothing when packed. In pink, blue or white. Made to measure—send measurements and height.

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Beautiful solitaire rings...white, flawless center diamond, with baguette diamond on either side, tailored platinum setting...approximate weight:

ROUND CENTER DIAMOND

1½ carats...$1250 1¼ carats...$950
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½ carat...$330

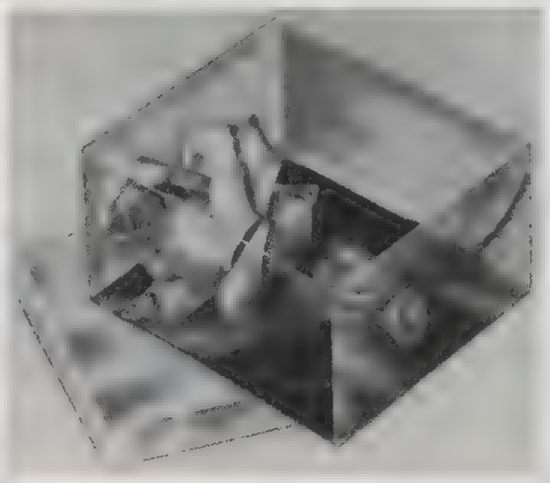
EMERALD CUT CENTER DIAMOND

2 carats...$1350 1½ carats...$1000
1 carat.....$600 ¾ carat.....$400

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Horton Fifth Avenue Jewellers

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Fragrant American Beauty!

Tucked away in the heart of this chic full blown rose is a leakproof perfume vial for your favorite fragrance. Pin it on as happily as a fresh one . . . and there at your finger tips you have your petal-fresh touch-up! Your friends will simply love it.

Made of luxurious hand rolled silk and velvet in life-like Red, Rose, Pink, Gold, Black or White.

In attractive acetate gift box with perfume funnelette.

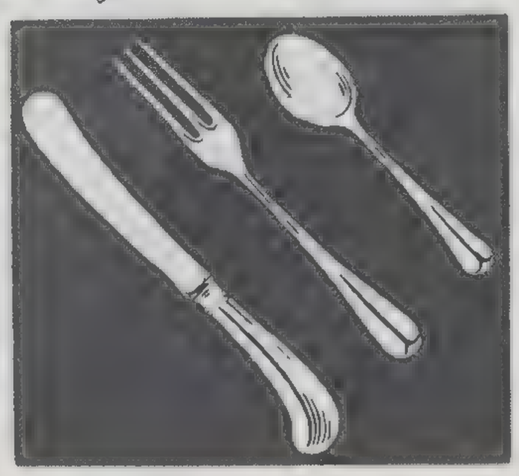
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Queen Anne

English Silver Reproduction



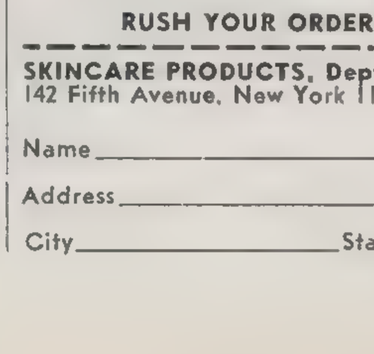
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Six-Piece Setting $10.95

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STARRED FOR CHRISTMAS

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Little furs . . . luxury Christmas gift! Starred here, genuine Somali leopard in young cloche, barrel muff, narrow belt . . . dramatic accents to winter wardrobe. Made of choice skins. Prices include federal tax.

MUFF.....$50

BELT.....$10.50 CLOCHE.....$30

(following items not shown)

PILLBOX.....$20 2-inch BELT.....$16.50

No C.O.D.'s please

OCE-LEOPARD FUR CO.

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Music-Box Treasures

FROM SCHIRMERS

Sewing Box of white metal decorated with charming bas relief scenes plays a lilting air when opened. Luxuriously lined with sapphire velvet. Complete with thimble, needles, pin cushion and thread. Postpaid, **$13.25.**

Dancing Doll pirouettes gracefully to a waltz tune. Each doll is an exquisite original with dainty features and colorful costume. Including stand, 6½" high. Postpaid, **$13.25.**

Write for Christmas catalog.

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INVITATION *To Smoke*

Send the next invitation or announcement you receive to us and we will etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. Size, 5¼" x 4" x 1½". Gift-boxed and sent directly to the bride, if you prefer.

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$7.95, *postpaid*

HOLIDAY HOUSE

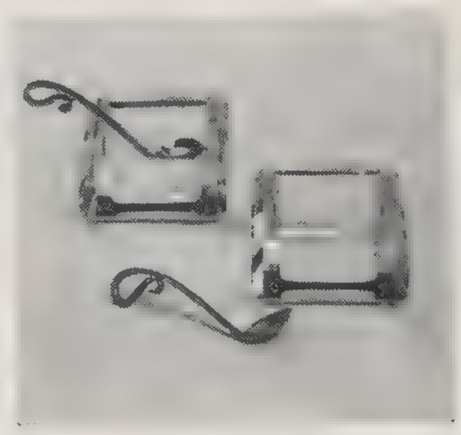
123 Bellevue Theatre Bldg., Upper Montclair, N. J.

SHOP

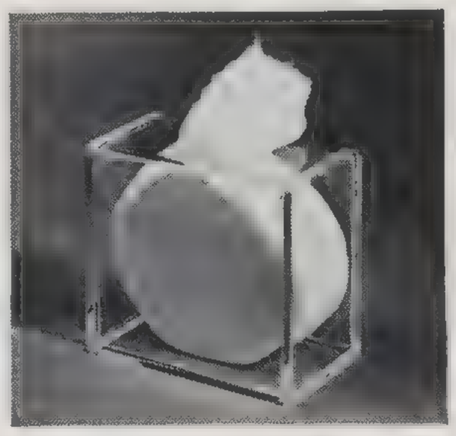
MINK MUFF, doll-size, in the Silverblu mutation, makes an enchanting cover for a vial of "Fireworks" scent. Use it later as a hanger sachet for life-size furs, or as staying power for the knot of your scarf. Complete, $6.75 plus tax; Bergdorf Goodman, 754 Fifth Ave., N. Y.



SALT CRYSTALS. From Czechoslovakia, crystal salt dishes, each with a handmade spoon in a spiral design. $4 tax included, postpaid for set of two; can be ordered from Wayne Silversmiths, 546 South Broadway, Yonkers, N. Y.



COTTON DISPENSER (something Shop Hound has sought for ages) of bright clear Lucite. Aid to a well-equipped dressing table, or baby's room. $7.50 postpaid, including cotton; Michael of the Waldorf, Park Ave. at 49th St., N. N. Y.





Slumbercap

Perfectly designed to hold coiffure intact while you sleep. Won't slip, slide or bind. Adjustable with satin ribbon. Tearose Nylon net. Lasts for years. $1.50



Aquacap

Protects entire head while you shower. Hair and make-up remain intact. Eyes, safe from soap. Lightweight, long lasting crystal clear plastic with nylon zipper. $1.50

THEY GO TO YOUR HEAD

for beauty's sake!



NYLON Cosmeticap

Filmy Nylon net zips on to protect hair and make-up from havoc while you dress. Clothes glide on and off—safe from cosmetic stains. Exquisitely tailored—front closing nylon zipper. $1.50

ORDER direct from:

COSMETICAP COMPANY, Mfrs.

Dept. V, Chrysler Building, New York



So you've been looking for a MAN-TAILORED SHIRT!

Skilled craftsmanship as featured in men's fine shirts, in lustrous white-on-white jacquard pattern or pretty pique . . . mercerized for glossy glamour, sanforized for lasting fit. And cotton's unique washability withstands commercial laundering . . . lasts longer! French cuffs and collar are interlined for permanent freshness. Sizes 10 to 18. A beautiful shirt, a wonderful buy.

Either white-on-white or pique ..... $6.95 ppd.

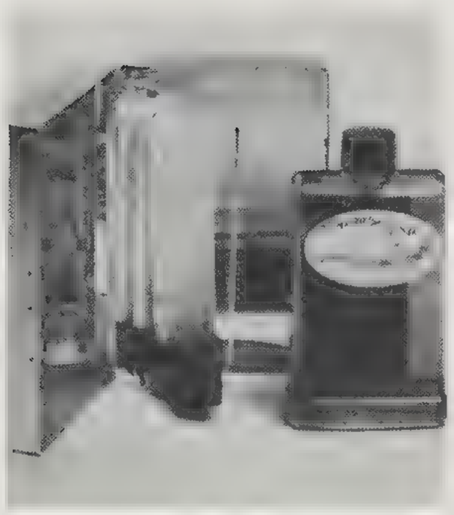
Two shirts $13.00

Send check or money order (no COD's) direct to TIDGA INC., 38 West 21st St., New York 10, N. Y.

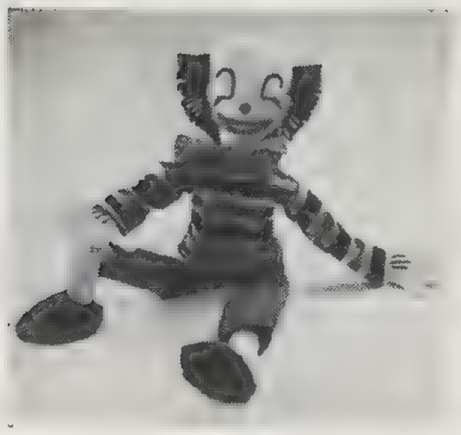
Money Back Guarantee

HOUND

. . . in the holiday swing



FOR SUN WORSHIPPERS, two ways of getting and keeping a winter tan: AC sun lamp with ultra-violet and infra-red rays, $25 ppd.; Joe Smith Sales, Joplin, Mo. Tahitian oil especially suited to sunning by lamp, 4 oz. $1.50 ppd.; Little Grey Gift Shop, 1300-V Madison.



PAGLIACCI 1950: New clown doll, just the sort of soft toy that falls into limitless poses that keep a child amused. Wears striped jersey, red trousers. $5.95 postpaid; Edith Chapman, 50 Piermont Street, Nyack, New York.



MIEHLMANN

FOUR FOR LUNCHEON: Silver-plated butter plates, to add a touch of elegance to any luncheon table. Eight would make a wonderful present to a bride, a favourite hostess. By Oneida, $1.20 each, $4.75 for 4; Macy's, N.Y.



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

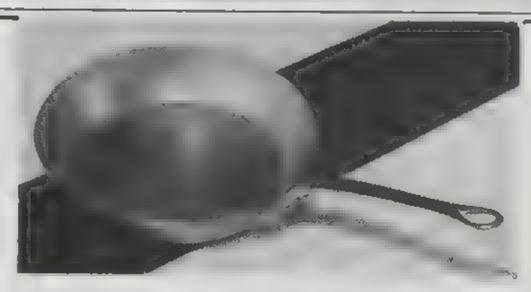
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JACQUARD TERRY ROBE



soft, long and full. Heavenly shades —corn, maize, beige, coffee, grey, turq, copen, royal, pink, white. $29.75
Sizes 12-20
monogram, extra $3.00
scuffs to match $4.50

KERGE'S IMPORTERS
576 Madison Ave., New York



"666" COPPER FRY PANS

Shining copper fry pans such as these should be an inspiration to anyone, whether you intend to do your own cooking or merely plan the meals.

Look for the "666" stamped on the back, then you know you have the best.

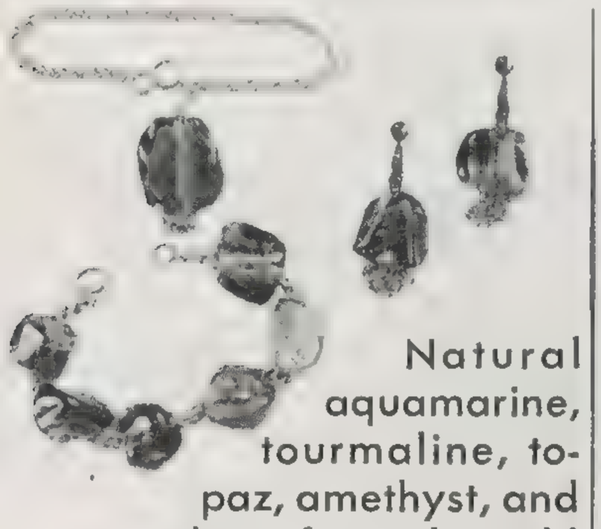
All lined with block tin

No. 14V	5⅜"	diameter	$3.15
No. 16V	6½"	diameter	4.25
No. 18V	7¼"	diameter	5.45
No. 20V	8¼"	diameter	6.75
No. 22V	8¾"	diameter	8.15
No. 24V	9½"	diameter	9.95
No. 26V	10½"	diameter	11.25

All Prepaid No C.O.D.'s
Write for our complete folder

21ST 6TH AVE

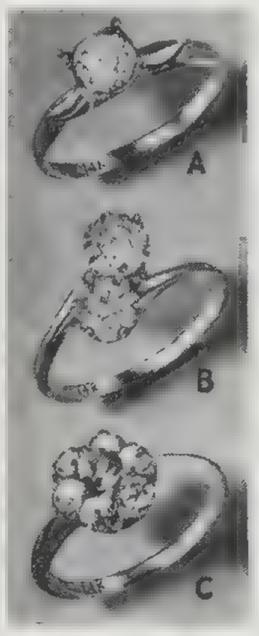
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EST 1877
666 SIXTH AVE. NEW YORK 10, N.Y.
between 20th & 21st Sts.



Natural aquamarine, tourmaline, topaz, amethyst, and others, formed untold ages ago in the jungles of Brazil, make up this highly styled set on filled gold chain. Junior styles also available. Earrings, $12.50, charm, $6.25; bracelet, $30.00, postpaid inc. Fed. tax. Sierra Gems, Inc., 105 North Mountain Trail, Sierra Madre, California.

Exquisite

GENUINE Zircon Rings



Incredibly Low-Priced for Christmas Giving

One lovelier than the other, these superb genuine zircons sparkle with all the fire and brilliance of diamonds. Precious gifts to be treasured for a lifetime—fabulous values at these amazing prices.

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Choice of 14-K white or yellow gold on A, B or C.
D. Man's ring—magnificent 1⅛ carat zircon set in handsome 10-K white or yellow gold. $12.50.

Prices Include Tax and Postage
10-Day Money-Back Guarantee

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Indicate Ring Size
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Hyde's
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135-37 NORTHERN BLVD., Flushing, N. Y. Dept. V-12

Superb Home Treat ..OR CHRISTMAS GIFT

AMBER BRAND Genuine

SMITHFIELD HAMS

Baked in Wine . . . Ready to Serve



1.95 lb. PREPAID (50c Extra Per Ham West of Miss. River)

Ideal for family, friends, business associates, service men (Smithfield ham needs no refrigeration). For hundreds of years SMITHFIELD HAMS have reigned supreme over the tables of meat-lovers. These choice "native" porkers are peanut-fed to attain an unusual natural deliciousness. They're slowly smoked over hickory, apple and oak woods . . they're aged like vintage wine for a year or more. Tender, tasty, smoked till smacking good! Send check or money order. 7 to 12 lb. weights. State wt. desired; we'll refund or bill you for difference.

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STERLING SILVER MINIATURES

$2.50* each ppd.



5-PIECE TEA SET

$10.00*

Exquisite miniature copies of antique pieces . . . Sterling silver, high rhodium finish, lacquered. Tray, 2⅞" long . . . Creamer & Sugar, ½" high . . . Teapot, ⅞" high . . . Swinging Kettle, 1⅛" high . . . $2.50* *each* . . . 5 Pieces $10.00* *postpaid.*

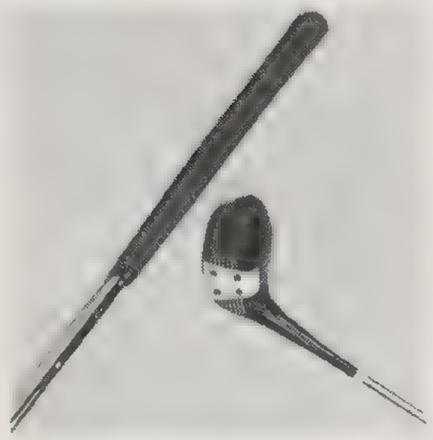
**Plus 20% Federal Tax.*

Send for list of Miniatures

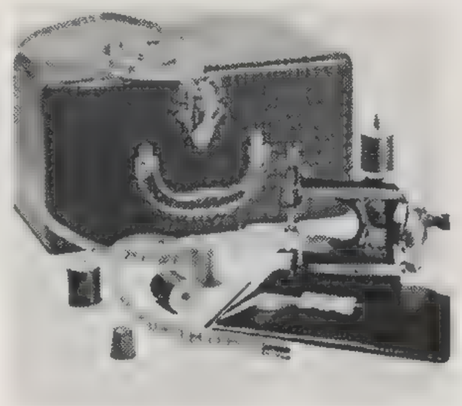
CHESTNUT HILL STUDIO,
Box 156 Mamaroneck, N. Y.

SHOP

GOLF PRIZE. If she needs new irons, new woods, or a whole new set of clubs, here are these matched ones, by Lady Burke, with red rubber grips. 8 irons including putter, $72; 4 woods, $48, or $12 each; Abercrombie & Fitch.



SEWING MACHINE to help a little girl keep her doll's wardrobe in shape. Comes with thread, needles, measuring tape, thimble, in a Christmas-red pseudo-alligator case. $4.95 postpaid; Novelty Mart, 59 E. 8th St., New York.



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Choose from Nelmor's 163 patterns of world-renowned Sterling Silver by Towle, Gorham, Heirloom, International, Reed and Barton, Lunt, Wallace, Kirk, Whiting, Watson, Smith. Indicate the pattern you desire below. In a few days you will be the proud owner of your chosen precious sterling. Pay $2.00 a month for one place setting, $4.00 a month for two place settings, etc. for most patterns. Pay no more than the nationally advertised price. No carrying charges. Each place setting fitted in free anti-tarnish silver roll. First payment is due after you receive your silver. Own and use your silver now—pay for it out of income.

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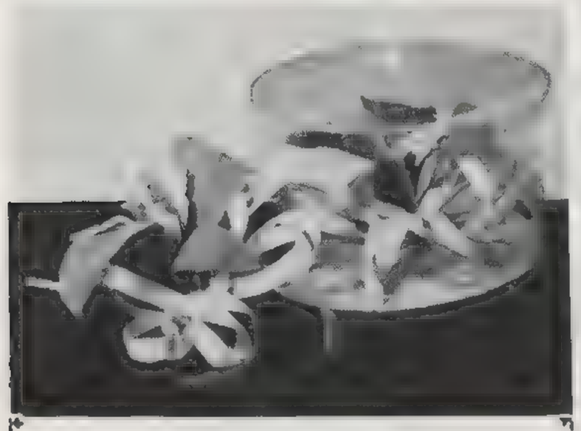
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Imagine! A "make believe" orchid that looks like the real thing. Authentic reproductions of Cattleya orchids in shades of white, orchid, rose and green . . . each hand-made to keep their flower-fresh beauty for a long, long time. May be easily reshaped . . . and storage in their acetate box will keep them in good condition between wearings. Made from the heart of the rice tree of Formosa.

Member of the American Orchid Society

$6.95 Postpaid
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Our thanks for your generous patronage.

MA-Eve Creations

707 West Eighth Street, Coffeyville, Kansas



John Christie

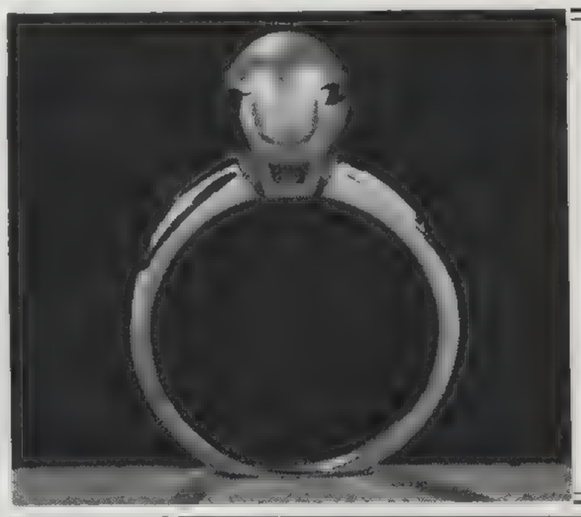
of FOREST HILLS

HIGH COLLAR LINE

John Christie predicts this fashion for the winter season. Note cap contour, soft reverse curl.

BO 8-1230

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PEARL SOLITAIRE

Lustrous cultured pearl imported from its home in the "South Seas," set in a substantial but delicate appearing 14K gold mounting, just in time for YOUR Christmas gift..... $36 *tax incl.*

State finger size. No C.O.D.'s please.

Order by mail from

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Australian opals in 18K gold brooch studded with eyes of emeralds or rubies. The unusual in exquisitely fine jewelry manufactured exclusively by Merrin. Catalog on request.

Send check or money order or pay postman on delivery

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Merrin Jewels

CEMS of GOLCONDA

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Christmas charmers

Captivating new 14K gold charms from New York's largest collection: Jeweled Christmas Tree, *ablaze with precious stones*, $15; Domed Crystal Locket, *magnifies two photos*, $18; Gold Pencil, *it actually writes*, $6; Mother-of-Pearl-faced Bible, *Lord's Prayer inside*, $12. Mail orders filled. Prices include Fed. Tax. FREE: *44 pp. charm booklet showing over 450 other unusual 14K gold charms!*

Write Dept. V12

Marchal JEWELERS

719 FIFTH AVE. at 56th ST., NEW YORK 22



The Whispering Angels

SOFT LIGHTS—SWEET MUSIC

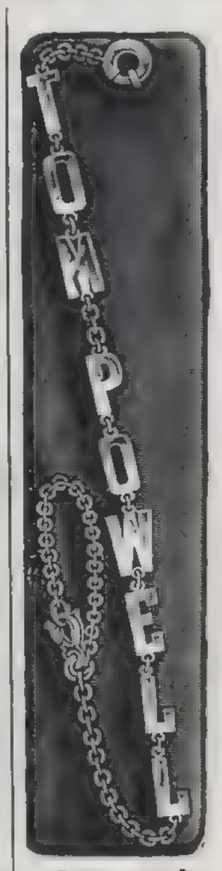
Silvery tones waft thru the air as the glow of the candles gently whirls the angels on their orbit.

In lustrous imported brass, sent in gay gift box, assembles to 13" x 5½"

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The Perfect Gift

Each NAMECHAIN made to your order—up to 14 letters allowed. Packed in gift box. Orders shipped in 48 hours. Tax and postage included in price.

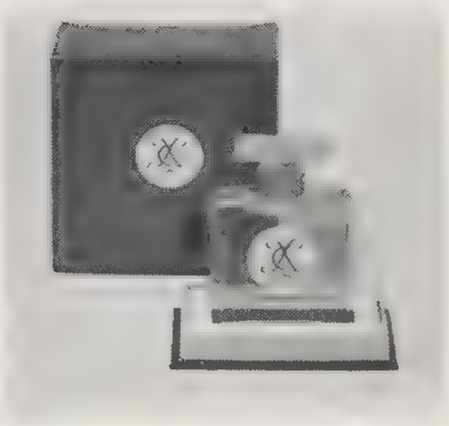
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STERLING ★ SILVER $7.00
1/20—14 Kt. Gold Filled....$9.00
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HOUND

. . . in the holiday swing



NEWS IN PERFUME: Chaqueneau-K, for men to give women. Wrapped in white and black and sold in men's shops only, $25 an oz.; $14, ½ oz.; $8, ¼ oz., plus Fed. tax; F. R. Tripler & Co., 366 Madison Avenue.



MIEHLMANN

LAP ROBE OF LUXURY. Here, a very light, soft, warm version of a lap robe in navy-blue and pale green wool plaid, hand-woven in Ripsa, Sweden, bound in deerskin. Four feet square. About $45, McCutcheon's, New York.

In quality or in platform . . . no one goes higher

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1128 LINCOLN ROAD
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Available in the following combinations: **$39.95**

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Sizes 3 to 9, Narrow and Medium.

Matching Bags Available.
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LING'S *Chinese* TEA



JASLOONG . . . soothingly different . . . a delicate blend of Ooloong and fragrant Jasmine.

OOLOONG . . . . a popular full-flavored tea.

¼ lb. tin $1.00 *Postpaid*

½ lb. tin $1.85 *Postpaid*

Choice of loose leaves or tea balls

Give tea to your friends this Christmas . . . gift wrapped with Christmas card bearing your name—brush printed .... 15 cents

Send check or money order

LING BROTHERS, INC.
61 Broadway New York 6, N. Y.

For HOLIDAY GIVING *and* YEAR-ROUND FEASTING



FORST CATSKILL MOUNTAIN *Smoked* DELICACIES

Do your Christmas shopping from your easy chair. Select one of the many deliciously "different" Catskill Mountain Smoked Delicacies.

FORST CATSKILL MOUNTAIN *Smoked* TURKEY

That perennial favorite, a luscious, taste-teasing, palate-pleasing whole Forst Catskill Mountain Smoked Turkey, cured in rare herbs and spices, then smoke-cooked in air-conditioned smokehouses to golden-brown perfection over fragrant applewood embers. From 8 to 20 lbs., net smoked weight. Price $1.65 a lb.

Vacuum-Packed
Smoked TURKEY DELICACIES

Sliced Smoked Turkey, Handi-cut into cubes, and Pate—all ready to eat. Keep without refrigeration until opened.

NEW AMSTERDAM SELECTION—12—½-lb. cans (4 ea. of Paté, Handi-Cut, Sliced).....*Only* $16.00
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PETER STUYVESANT SELECTION—3—½-lb. cans (1 ea. of Paté, Handi-Cut, Sliced).....*Only* $4.75

FORST CATSKILL MOUNTAIN *Smoked* HAM

A mouth-watering treat — sugar-cured and smoked Southern style over aromatic hickory embers according to a generations-old Forst recipe. Ready to eat. Satisfaction guaranteed. Order NOW! 10 to 18 lbs., net smoked weight. Price $1.40 lb.

Send for beautiful illustrated full color book of Forst Catskill Mountain Delicacies — showing many other tempting taste treats. Attach your gift list and check to this ad. All orders festively packed, shipped delivery charges prepaid anywhere in Cont. U.S. Supplies limited! *Order NOW!*



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Hand-Painted Originals from the Continent

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6¼" x 6¼", matted and gift wrapped.

REMARKABLY LOW-PRICED AT
2 for $5.75 ppd. 4 for $11.00 ppd.

Send check or money order. *No C.O.D.'s please*

HERE & THERE SHOP
Box 27 Pelham, New York

TEXAS GRAPEFRUIT

For your convenience, we have made a chart below, showing **delivered** prices on different varieties of Texas Grapefruit (Ruby Reds, Pinks, Whites & Assorted) in various size containers (1 doz. carton; half-bushel; full 55-lb bushel). If you intend sending Texas Grapefruit to friends, relatives, customers and employees for Christmas (and it's an excellent gift idea), this chart makes it easy to figure cost on any quantity, any variety, anywhere in US (except Fla, Cal & Ariz).

State	Size	Reds	Pnks	Whts	Asst
Ark,Okla La,Texas	1dz	3.30	2.95	2.75	3.00
	½bu	4.95	4.30	3.85	4.35
	1bu	8.50	7.00	6.40	7.10
Ala,Colo,Iowa Kan,Miss,Tenn Mo,NMex,Nebr	1dz	3.40	3.05	2.85	3.10
	½bu	5.15	4.50	4.05	4.55
	1bu	8.80	7.30	6.70	7.40
Ga,Ill,Ind,Mich Ky,Min,NC,SC ND,SD,Wisc	1dz	3.50	3.15	2.95	3.20
	½bu	5.35	4.70	4.25	4.75
	1bu	9.10	7.60	7.00	7.70
Del,DC,Md,NJ NY,Va,WVa,O Pa,Utah,Wyo	1dz	3.60	3.25	3.05	3.30
	½bu	5.55	4.90	4.45	4.95
	1bu	9.40	7.90	7.30	8.00
Conn,Mass,NH RI,Me,Vt,Wash Id,Nev,Or,Mont	1dz	3.70	3.35	3.15	3.40
	½bu	5.75	5.10	4.65	5.15
	1bu	9.70	8.20	8.00	8.30

Please print or type order, or write plainly. Prices include Express charges. Naturally, no C.O.D. shipments; send money order or check with order.

SANBORN'S
1 South Broadway, McAllen, Texas

ORDER FOR NOW ORDER FOR CHRISTMAS



Good Taste-Always
Pâté de Foie Truffé

Superb pork liver pâté with French imported truffles
per jar, $2.00 *two for* $3.75

Rillettes

A top delicacy of France for generations. Pork, herbs and spice for the perfect canapé
per jar, $1.25 *two for* $2.25

Combination package of Rillettes and Pâté $3.00

Created from pure bred Berkshire hogs raised at Innisfree — personal supervision in the farm kitchen.

Add 10c a jar west of Mississippi No C.O.D.'s

Write now to
INNISFREE FARM COMPANY
LIMETON, VIRGINIA



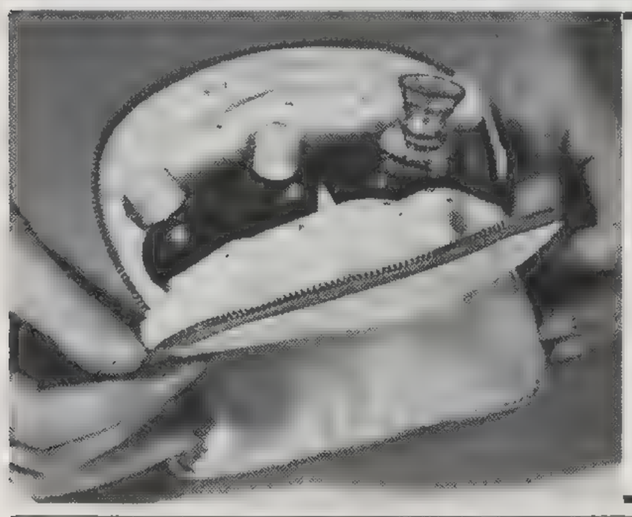
The Unusual in Christmas Candy

A festive golden metal reindeer tops this large box of exclusive assorted Alice Marks candies. Wrapped in gay colored foil, decorated with holly and mistletoe. $15.00.

Parcel Post Not Included

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PLaza 3-7282





de luxe
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by VENUS

protects trousseaus, vacation clothes and luggage beautifully! Protects against breakage and absorbs seepage into its heavily padded interior. Holds as many as eight travel size bottles of nail polish, remover, lotion, etc., as well as perfumes. Maroon, Ice Blue and White Satin; double perfume size $4.00. Single size $2.75 (no tax).

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...in 5 minutes!

QUADRUPLE
Silvaplate*



remarkable plating polish contains PURE SILVER in liquid form, quadruple strength.

JUST RUB ON WITH A CLOTH

to replate worn Sheffield and similar ware, and to silverplate any article having a copper, brass, bronze or nickel-silver base. Silverplates worn chromium, musical instruments, medical and sporting equipment, boat fittings, etc. (brass base). Won't wash off! Cleans sterling instantly! 10 DAY TRIAL. REFUND IF NOT SATISFIED!

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SPECIAL OFFER:

With every $7 bottle, one dozen SILVA-CLOTHS (handy application cloths) AT NO EXTRA CHARGE.

MAKES A WONDERFUL XMAS GIFT

*T.M. Insist on genuine QUADRUPLE SILVAPLATE, product of Silvaplate Corp., N.Y., tried and recommended by two leading national magazines. Actually good for your silver.

CONTAINS NO MERCURY OR HARSH ABRASIVES.

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"We Mend All But Broken Hearts!"®

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I enclose check or M.O. for $.....
Add 25c for shipping; N.Y.C. 2% Sales Tax.

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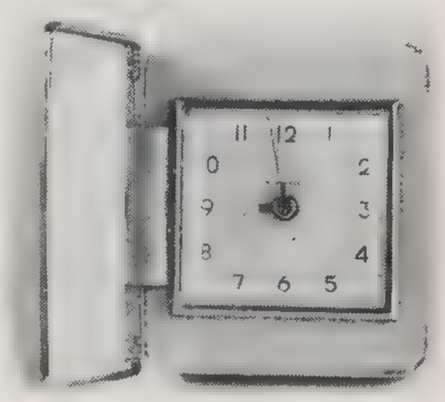
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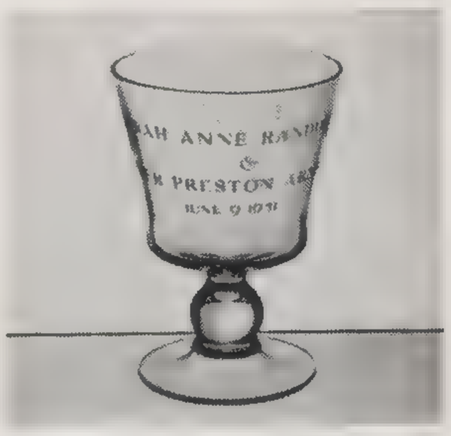
CHRISTMAS ROSES to last through the winter: Damask Rose flower water compounded with French rose absolute, has the fresh, dewy scent of summer blooms. Four oz., $4.50; two oz., $2.50 plus tax; Shelley Marks, 3 W. 56 St.



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LOVING CUP of crystal, copy of a Napoleonic toasting cup, makes a handsome present for a wedding, an anniversary. Etched with two names and date, $10 ppd.; Nessa Gaulois, 723 Lincoln Road, Miami Beach 39, Florida.



MIEHLMANN

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RECIPE:

10 MIN. for relaxation. Head downward on this slanting board.
10 MIN. for simple exercise. Stimulate circulation and improve posture.
10 MIN. for grooming. Apply face cream and brush hair—bring out that shining look.

You will be amazed at the results. *Lillian Gish says*, "I will never be without one of your tilt boards wherever I may go as they fold up so beautifully."

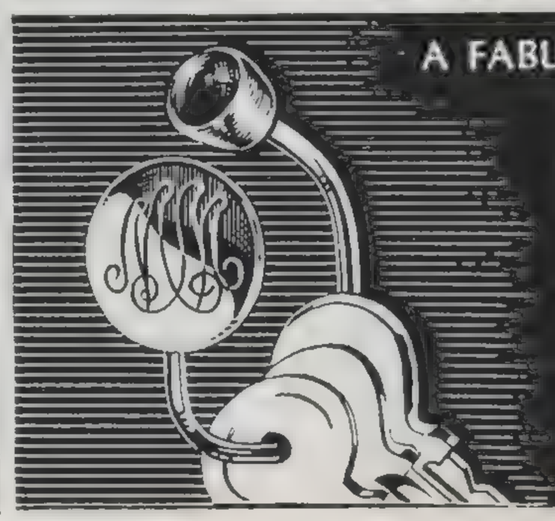
The legs automatically disappear when folded. When opened they adjust themselves in place.



DELUXE MODEL. Folds to half size, foam rubber padded, leatherette covered $29.95
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" " " " " " leatherette covered $13.45

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Genuine imported onyx set in heavy Sterling makes a gem of a key ring.

Black, green or cornelian onyx combined with heavy Sterling and with two engraved Old English initials. Jewel unscrews to slip on keys—when replaced, it will not open. Dramatic but practical—small enough for purse or pocket.

Specify color, initials. State second color choice.

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. . . in the holiday swing



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TRAVELING IRON, *from England. The "Smoothie" is the favorite of international travelers. Operates perfectly on all domestic and foreign currents. Weighs 1¼ pounds.* $15

ASHTRAY PAPERWEIGHT, *for home or office. Padlock shape in sturdy metal. From England.* $10

UTILITY POCKET KNIFE, *from the finest maker in Switzerland.* $10

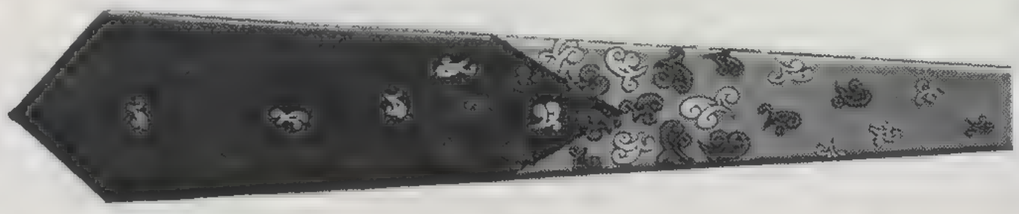
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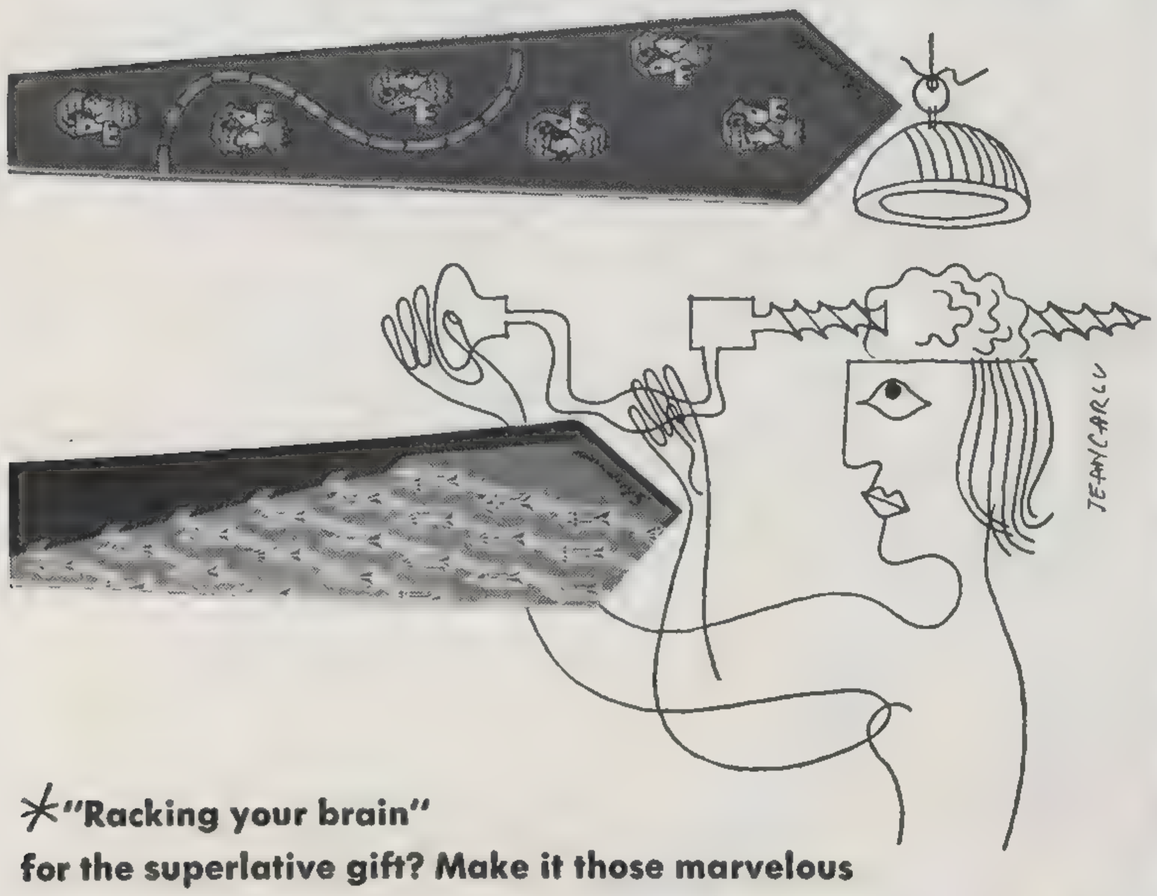
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THE COVER: Born in 1950; the immemorial attitude seen by photographer Penn in its own special beauty.

VOGUE

INCORPORATING VANITY FAIR

DECEMBER, 1950, CONTENTS

VOGUE INCORPORATING VANITY FAIR IS PUBLISHED SEMI-MONTHLY EXCEPT FOR THE MONTHS OF DECEMBER, JANUARY, JUNE, AND JULY, WHEN IT IS PUBLISHED MONTHLY. THIS WILL BE THE ONLY ISSUE IN DECEMBER.

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CHRISTMAS

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DIANE CASSIDY
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VOGUE'S EYE VIEW OF CHRISTMAS GIVING

The world grows smaller with each new Christmas. And this year, your Christmas list includes not only your own children, your closest friends, but all children, equally yours, and all those who look to you for hope wherever they are. These you remember with a check in the mail, made out to a cause believed in. The happy custom of Christmas giving creases its own path through the sad folding of international crisis and tension. And peace-on-earth draws, perhaps, a little nearer. To jog the memory, a list of national charities, some more familiar than others, all deserving your interest and your giving. (Details, page 176)

United Nations Children's Fund Committee

Maternity Center Association

Eye-Bank for Sight Restoration

National Probation and Parole Association

Foster Parents' Plan for War Children

United Cerebral Palsy Associations

The Seeing Eye

Child Welfare League of America

C.A.R.E.

Child Study Association of America

American Hearing Society

Big Brothers of America

American Friends Service Committee



HERBERT MATTER



THE LIGHT IN THE DARK

BY ELIZABETH BOWEN

The idea of Christmas is like a note struck on glass – long ago and forever. For each of us, this is the earliest memory of the soul. Day-to-day existence, as it goes on, drowns so much in its clamour, deadens so many echoes – but never this. Behind our busy thoughts and distracted senses remains a silence in which, again each year, the sweet resounding ring of the note is heard. We have expected Christmas, almost without knowing – wherever we are, wherever we turn, it claims us. The Holy Night links up all childhoods; we return to our own – to the first music, the first pictures, the first innocent and mysterious thrill and stir. Within the folds of the darkness, something has happened: even the cities know it, and the winter country seems

RARE CRÈCHES (OPPOSITE AND ABOVE) FROM THE COLLECTION OF MRS. HOWELL HOWARD.

VOGUE, DECEMBER, 1950



EDWARD RUSSELL

to hold its breath. Once more we have the vision of wide night snow, of the shepherds listening and looking up into air rustling with wings of singing angels, and the Star in the blue of the frosty firmament. This is a time when magic joins hands with holiness. The dear, silly, gaudy symbolism of Christmas cards stems from race-myths and ancient mid-winter rites. We inherit this Feast from out of the dark of time before Christ was born – mankind sought it, from some primitive need. Now is it, while Nature sleeps – while dismay of coldness bears down upon the earth, nights are long and the pulse beats low – that we, Nature's anxious children, instinctively keep our watch. We blow on and shelter the spark of life, lest it go out forever. *(Continued on page 157)*

The beautiful crèche figures on these pages, all rare, all old, are part of an extraordinary collection belonging to Mrs. Howell Howard, the greatest private collector of crèches in the United States to-day. Each Christmas, she places them, with devotion, throughout her New York apartment. Recently she gave to the Regina Laudis Monastery a superb, room-size crèche, made in the seventeenth century, probably for the King of Naples.



HERBERT MATTER



HORST

MISS NATASHA BOISSEVAIN

Above: She's eighteen years old, a beauty, the daughter of Mrs. Russell Maguire and John Magee Boissevain.
And to the Débutante Cotillion, sponsored this year by Kayser, she'll wear a dress much like this:
white nylon tulle, by Ceil Chapman; $110. Saks Fifth Avenue.
They'll *all* wear gloves like these: long. white cotton, by Kayser.
Clustered necklace by Elgin American.

THE YOUNG, IN THE CLOUDS

MISS MARY DRAGE

Opposite: She's nineteen years old, an English beauty, dancing now with the Sadler's Wells Ballet.
She wears a full-length ball dress of grey clouds of rayon net; swooped about, grey rayon taffeta. Dress by Rappi, $60.
Bendel's Young-Timers; Carson Pirie Scott; I. Magnin, and shops listed on page 173.

PHOTOGRAPHED BENEATH SARGENT'S "THE WYNDHAM SISTERS"
AT THE METROPOLITAN MUSEUM, BY NORMAN PARKINSON



Above: Clouds of yellow rayon net; a butterfly bow at the back; bare shoulders; pretty shoes. A ball dress every bit the ball dress that a long one is (this year, the length is short, like this. *or* to the floor). By Emily Wilkens, $40. Bonwit Teller; Harzfeld's.

THE YOUNG, IN THE CLOUDS *continued*

Opposite: Clouds of white—a ball dress in The Tradition; a dress to make a beauty—or the reputation of a beauty. White rayon net sparkled with bugle beads; by Rappi, $70. Bendel's Young-Timers; Garfinckel's; Frost Bros.

HORST







Above: It will dance at the prettiest parties this Christmas—the short ball dress. Here. a cloudburst of pleats in white rayon net. The bodice, pale blue rayon taffeta sewn with glitter. By J. L. F., about $80. Bendel's Young-Timers; Hutzler's; I. Magnin.

THE YOUNG, IN THE CLOUDS *continued*

Opposite: Above the clouds. bare shoulders.
Left, white rayon net. the bodice a gleaming silvery lace, petalled, trailing into the skirt, $70; Bonwit Teller.
Centre, a silky cloud in the palest tints of yellow, rose, and blue. Silk organdie over cotton sateen. By Emily Wilkens; $70. Bonwit Teller.
Right, grey nylon marquisette filigreed with silver, $50. Rosette Pennington.

HORST

The most beautiful party London has seen in years: General Sir John and Lady Marriott's ball; here, the ballroom, built from the courtyards of three adjoining houses.

PARTY SCENE

For extraordinary parties, extraordinary décor by Oliver Messel, England's great theatrical designer.

For a supper in his own house—Oliver Messel's set for a Smorrebrod flown from Denmark.

Oliver Messel, who lately has been flying between New York and London, doing, simultaneously, the sets and costumes for three plays and an opera, and reviewing in New York *The Lady's Not for Burning* which he also dressed and set—occasionally does the décor for his friends' parties. Invariably, his party décor is an entertainment in itself. Like the artists who designed the settings for the great Renaissance spectacles, he is undismayed by the fact that his work is spent lavishly for just one night, one party. He is apt to expand space not just by illusion, but by actual architecture. For instance, for General Sir John and Lady Marriott's now-famous London ball, given for the début of her niece, Miss Virginia Ryan, of New York, the garden, at the back of the Marriotts' house and the two adjoining houses in Hill Street, was made into a ballroom, two stories high, with a great red moire canopy for a ceiling. Hung from this, on red velvet sashes were double chandeliers swung in tiers, like the chandeliers of some Louis Quatorze fête. The windows of the houses facing into the ballroom were made to look like interior windows, hung with yards of *(Continued on page 158)*



Decorated for a command performance, the anteroom at Covent Garden, in which Their Majesties, the King and Queen, received.

The made-up ballroom for the Marriotts' party, illuminated as the first guests arrive.



MANDINIAN



G.B.S.

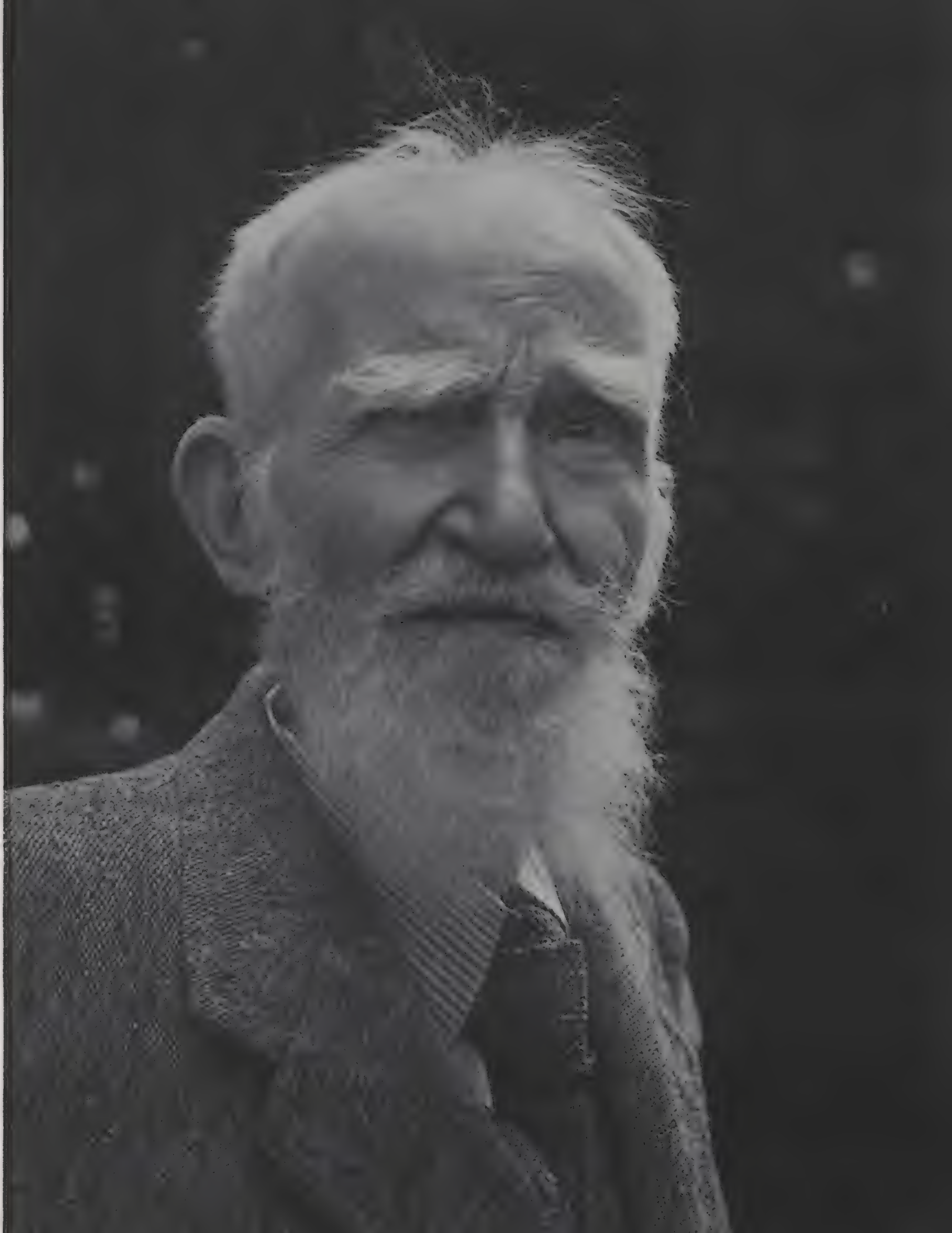
THE GREATEST BRITISH DRAMATIST

SINCE SHAKESPEARE

1856-1950

George Bernard Shaw died at ninety-four on November 2, 1950. "I have had no heroic adventures," he once wrote. "Things have not happened to me; on the contrary it is I who have happened to them; and all my happenings have taken the form of books and plays. Read them, or spectate them; and you have my whole story." . . . He was tender to strangers and friends, courageous to the world's victims. His life was a series of dramatic gestures, culminating in a terrifying common sense. It can be said of G.B.S., as he said when William Morris died: "You can lose a man like that by your own death, but not by his."

ERNST HAAS







MIRACLE IN GREECE

To the Church of Evangelismos on the tiny island of Tinos, pilgrims have come for healing, for the past one hundred and thirty years. Some too sick to walk are carried; some are black-shawled, some barefooted and bareheaded; some crawling up the church's stony steps. Hope is concentrated beside the image of the Madonna where, sometimes, the miracle happens. Last summer, a young and gifted photographer, Ernst Haas, recorded the ecstatic tension of a paralyzed girl (opposite), who, seeing a vision of the Holy Virgin, was able once again to move an arm, long immobile.

ERNST HAAS

"...TO PAINT IN REAL FLOWERS"

BY BEVERLEY NICHOLS

NEXT spring, towards the third week in May, I am going to paint a picture. It has taken me nearly fifteen years to collect the materials for it, and they have come from all the ends of the earth . . . from the tribal country of the North-West Frontier, from the sun-baked rocks of the Riviera, from the ruins of London in the blitz, and from a little hill that is crowned by a town called Nazareth. And of course, from many ancient borders, hidden away behind old brick walls, in my own country, the land of gardens, England.

I shall not be the first man to have painted this picture. It was originally conceived over a hundred and thirty years ago by an artist called Joseph Nigg, who painted it in the suburbs of Vienna in the spring of the year which witnessed Napoleon's retreat from Moscow. One would not have thought, from one's reading of history, that Central Europe was a particularly flowery place at that time, but Joseph Nigg found his flowers all right, and arranged them into one of the loveliest flower pictures I have ever seen. A print of it hangs over my desk as I write . . . slightly faded, but still rich and glowing.

That is the picture I am going to paint next May . . . with one little difference. *I am going to paint it in real flowers.*

Blossom by blossom they will be gathered from my garden, as Nigg gathered them from his, and arranged against the same grey background in an exact replica of the vase he chose himself. Not a detail will be changed—not even in the bunch of purple grapes which lies at the foot of the vase. There are sixty-six grapes showing in the picture, there will be sixty-six showing in mine. The only thing which rather worries me is a small green caterpillar which Nigg painted, crawling towards the grapes on the table. It would be very sad if next year there were no caterpillars in my garden. Judging from past experience, that is highly improbable.

Now you may say that though it is quite a pleasant idea to copy a flower picture in real life, there is nothing very difficult about it; all you have to do is to pick the same amount of roses, the same amount of tulips and carnations or whatever may be required, and stick them in the same vase at the same angle.

But it really isn't quite as simple as that. For you should realize that, in the past one hundred and thirty years, flowers have changed quite as much as people. They have become louder, bolder, more sophisticated. Whether they have also become more beautiful is a matter of taste; I am not so sure. Whether they have become more fragrant is not even a matter of taste, it is a matter of fact—they haven't. Many lovely garden scents are slowly drifting away, apparently forever; it is as though the flowers found the air of the twentieth century too poisonous for them even to try to sweeten it.

However, that is a diversion. All that need here concern us is that in this picture there were three flowers that evaded me, year after year . . . three flowers that led me to three separate adventures. Not wild adventures, I hasten to add; I did not have to snatch rare orchids from the jaws of tigers, nor climb dizzy crags for a spray of asphodel. They were only floral adventures, which are quiet, leisurely, and unspectacular. *(Continued on page 152)*

Opposite: Mrs. Cutting is photographed in the new art gallery of Prince and Princess Artchil Gourielli which was opened recently with an after-theatre supper for the benefit of the Hospitalized Veterans Music Service, a wing of the Musicians Emergency Fund. Mrs. Cutting is a member of the committee in charge of a series of Service benefits. The gallery is the remodelled top floor of the Gouriellis' triplex, an apartment where collectors' items are seen at every turn. Examples of the gallery collection visible here: a big Matisse, a De Kooning abstract, two small Tchelitchews, a Miró, a Derain still-life; and three ceremonial African carvings. Here, Mrs. Cutting is wearing a froth of a ball dress, the skirt foaming with ruffles. Her lipstick, in a new-again depth of tone. "Blue Vixen," by Helena Rubinstein. The dress, designed by Ceil Chapman in William Winkler nylon tulle; Bergdorf Goodman.



HORST

MRS. R. FULTON CUTTING, II

Photographed in the apartment of Prince and Princess Artchil Gourielli, in the art gallery opened recently with a benefit supper for the Hospitalized Veterans Music Service.

DUFY'S BACKDROP—ARRIVAL AT A 1912 BALL



DUFY'S FRIVOLOUS VERSION OF MAXIM'S



VOGUE SPOTLIGHT

BY ALLENE TALMEY

"Night after night we can fold up our judgment, like an opera hat, and contentedly sit with it under the seat, though we damn the play with it afterwards. . . . The intellect is detachable. Sometimes you are happier if you keep it on, sometimes you feel better without it." Thus Frank Colby once wrote in an essay on the "Adventures of a Playgoer."

Had he seen *Season in the Sun* by Wolcott Gibbs, he might, like me, have folded up his judgment and just enjoyed himself. For Gibb's play, a smash hit, happily bringing in $25,000 at the box office, is awful, amusing, and adult in turn. It is adult because Mr. Gibbs has something to say. It is amusing because Mr. Gibbs, employing his nervous dislocated vocabulary, created several memorable characters, especially a portentous Republican, played by Eddie Mayehoff, an editor, who is a psychological carbon of Harold Ross, played by Anthony Ross, and a disturbed writer, played by Richard Whorf. It is awful because the comedy seems occasionally as though Mr. Gibbs, the drama critic of *The New Yorker*, had first devised a comic review of a bad farce and then written a play to fit that review.

No man for plot line, for situation, Mr. Gibbs is a writer with an ear for dialogue, an observer who not only reports but understands the incomparable procession of Fire Islanders who drink on Boris Aronson's effective sandy set. (Just before the opening night, there was a small difficulty about prepayment of $100 before the sand would be delivered.) The success of *Season in the Sun* is a triumph of hope for the producers, Courtney Burr and Malcolm Pearson, for the director Burgess Meredith, and finally for Mr. Gibbs, who has returned to sitting at the first nights of other dramatists, as though he had melted down, like warm Camembert, in his aisle seat.

Again, if judgment is suspended, *Affairs of State*, another smash hit, with its box office weekly gross of $26,000, can be enjoyed. Its author, Louis Verneuil, has nothing to say, but has said it simply, obviously, and with a certain middle-aged charm. Neither stimulating nor dull, it is like a warm, clean day—no clouds and no shadows, just clearness continuing. A French version of the Ugly Duckling, with a triangle tossed in among the upper echelons of the Administration in Washington, the play's lone situation (the duckling secretary becomes a wife in name only, until her husband's mistress can get a divorce) belongs from the first moment to the foreseeable future. The duckling is Celeste Holm. The one really written part, however, that of an old, wise statesman, who handles his domestic situation with soft hands, is played by Reginald Owen, beautifully, subtly and wisely.

Unlike *Affairs of State, Black* *(Continued on page 166)*



RAOUL DUFY CURTAINS IN "RING ROUND THE MOON"

These swashing stage curtains by Raoul Dufy reflect the frivol of *Ring Round the Moon*, an entrancing, complicated comedy as artificial as a glass flower. Translated by Christopher Fry from Jean Anouilh's puffball play, it has been delightfully produced by Gilbert Miller, with Poulenc music, Castillo costumes and Lucille Watson as the star. The high moment, however, lies in the famous conversational tango, full of dips and twirls to dialogue of absurd seriousness, danced in great style by Michael Evans and Georgina Cookson, who wears a beautiful orange and red swirl of satin with an idiot feather in her hair.

DUFY'S CURTAIN—FLASH OF BUTTERFLIES

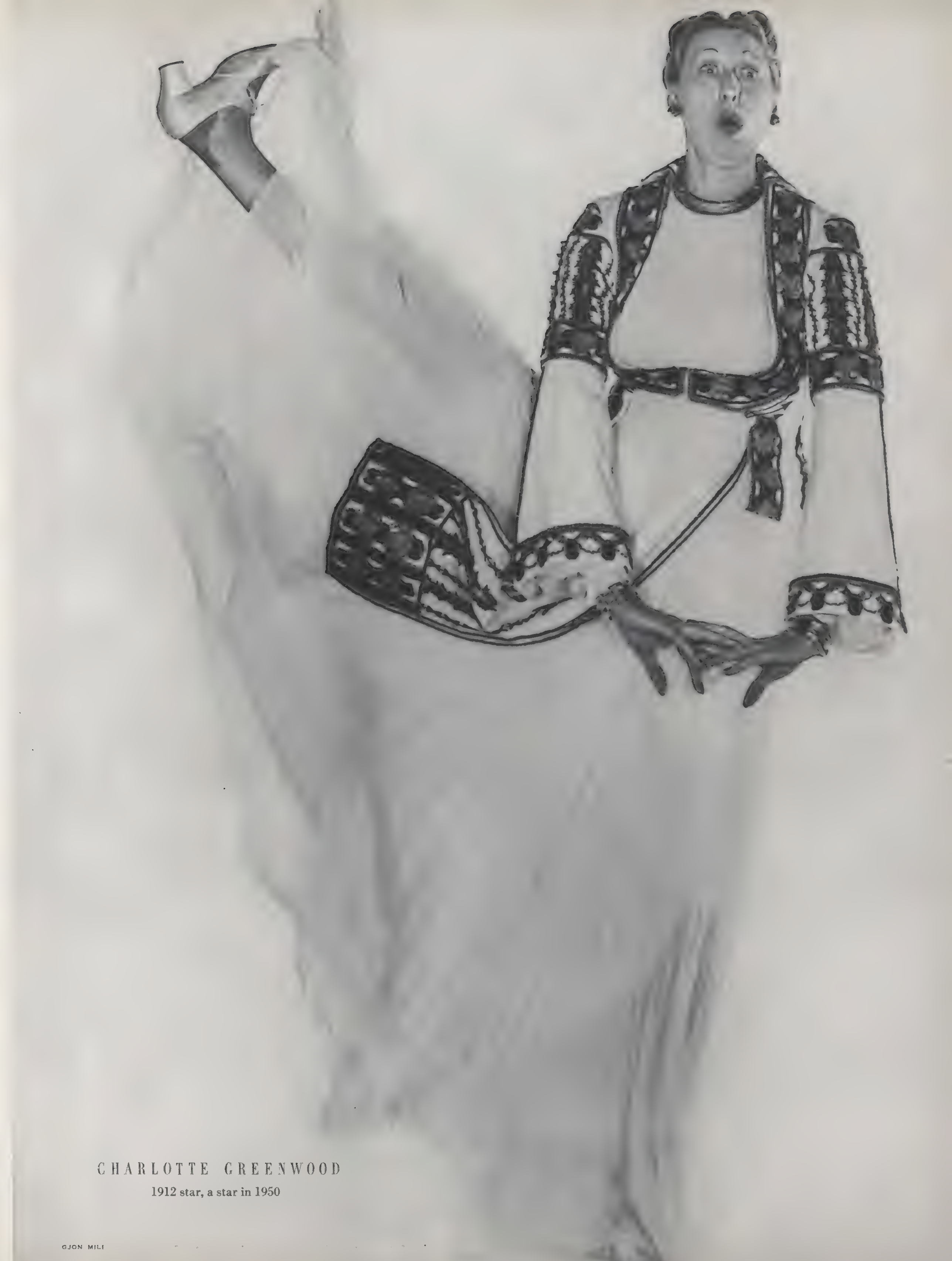


"OUT OF THIS WORLD"

On these pages—two stars in the new Cole Porter musical, *Out of This World*. *Opposite:* At sixty, Charlotte Greenwood still kicks as high as her eyes in this new musical comedy when she sings Cole Porter's "Nobody's Chasing Me." Generous, and comic in the great style, which always implies a brush with tragedy, Miss Greenwood is the centre of this show about Greek gods and their loves, all directed by Agnes de Mille, the first woman to direct completely a Broadway musical. Although Miss Greenwood plays Juno, in a crown with golden spikes, there is always a bit of Letty, whom she made famous in 1916 when she sang Earl Carroll's fruitful song, "So Long Letty." *This page:* Janet Collins, natural and wondrous, dances, as Night, in a scrap of costume designed by Lemuel Ayers, to Cole Porter's Little Night Music.

JANET COLLINS: new star

BLUMENFELD



CHARLOTTE GREENWOOD

1912 star, a star in 1950

GJON MILI



MARLENE DIETRICH OF "THE BLUE ANGEL"

Again, audiences will see Miss Dietrich in the re-issue of *The Blue Angel*, in which she created her first world-wide sensation, singing "Falling in Love Again," in her unique, provocative way. She is now in England finishing a new film, *No Highway*. Miss Dietrich wears the ribbon of the French Legion of Honour, in addition to the United States Army Medal of Freedom, both awarded for her outstanding war work.



PENN

PAMELA BROWN OF "THE LADY'S NOT FOR BURNING"

In Christopher Fry's fireworks fantasy of a life-loving girl accused of witchery, Miss Brown, along with John Gielgud, is technically dazzling, bright-spirited and broadly witty. The first of two Fry plays which just opened, *The Lady's Not for Burning* is a poetic comedy set in the fifteenth century, in which the incomparable Fry vocabulary co-stars with the cast.



"NICELY-NICELY"
(Stubby Kaye)

"BIG JULIE"
(B. S. Pully)

"BENNY SOUTHSTREET"
(John Silver)

"HARRY THE HORSE"
(Tom Pedi)

"NATHAN DETROIT"
(Sam Levene)

"GUYS AND DOLLS"

Guys and Dolls is a loving, intense, funny musical fantasy of the Broadway guys, the little horse players, the two-bit banditti who live off *The Racing Form* and the floating dice games; and of their dolls, the pretties of the night club choruses. They are all part of that limpid world dreamed up originally, from quite real models, by Damon Runyon. On these pages, sketched to the life by Vertès, are six of the guys and two of the dolls, and all of them play creatively, brilliantly in strong blacks.

VOGUE, DECEMBER, 1950



"SKY MASTERSON"
(Robert Alda)



"ADELAIDE
(Vivian Blaine)



"SOUL SAVER SARAH"
(Isabel Bigley)

Although the lines now come from Jo Swerling and Abe Burrows, the syntax is still Runyon, the guys are still devoted to innocent understatement and they were never around when it happened—whatever it is. They wear sharp stripes, and their hats are rich as a double milk shake, artfully designed by Alvin Colt. Above all, the guys sing Frank Loesser's songs, among them "Fugue for Tinhorns," and the main doll (Vivian Blaine) sings that intellectual lament, "Bushel and a Peck."

ASSET ON THE LEDGER

IN the past thirty-three years the moral stamina of our nation has been tested three times—in 1917, in 1941, and now in 1950. If we can look back with thanksgiving to the records of 1917 and 1941, I think we can look forward with confidence to the trying years ahead. We have demonstrated to ourselves and the world that we can take a moral stand and that we mean the grave things we have been saying during the last five years.

Since this country is rich in materialistic things it is suspected of being decadent—not only abroad but by calamity-howlers at home. Before the last war our fascist enemies convinced themselves that where wealth had accumulated men had decayed and that we could not face the ordeal of fighting. The Russian propagandists are trying to believe the same thing now. They attempt to console their people for a lack of wealth in Russia by imagining that wealth is sinful and that people who live in comparative comfort are degenerate and ticketed for oblivion.

There are a number of flaws in that reasoning. In the first place, wealth is not material but the use made of material by people with energy and ingenuity enough to create. In the second place, we are far from being satiated. Look at the relief statistics, the housing shortage, the urgent needs in every department of life.

But the philosophy of American materialism is another topic. For purposes of the present discussion, I wish only to point out that the strength of our materialism is not its comparative abundance but the moral zeal that goes into it to found a civilization in which men can be free. We do not fight for automobiles or refrigerators. We fight for freedom. We believe in it as a moral principle.

For a number of years after the nation was founded we carelessly took freedom for granted. But two world wars have destroyed that complacence. Freedom is more than a pleasant word now. It has sensory properties, like sunlight and sweet air, like the eagle circling in the sky, like music and worship and laughter. It is dynamic. Rulers of countries that do not have freedom are not secure as long as freedom exists in other parts of the world. They must, first, isolate their people from the materialistic and cultural fruits of freedom; and, second, destroy the free countries if they can. They must keep one good deed from shining in a naughty world.

This is the most dangerous period in the history of our national life. If our only asset were the present size of our war machine the future would look ominous. Statistically, the odds against us are formidable: the huge manpower of the Soviet world, the powerful Red Army with a backlog of supplies produced by a nation on a war economy for years, the vast distances between our home base and the places which we, as a member of the United Nations, have to defend.

There is a less tangible but powerful factor that also bears against us: the tactical superiority of totalitarian leadership in the opening phases of war. Since Stalin and his associates in the secretive Politburo control Russia absolutely and the satellite nations effectively, they could move swiftly towards any one of several places on their perimeter where our weakness is obvious. In the early stages of war, the democratic method is clumsy, diffuse, and frantic.

Add one more basic element that has to be reckoned with: Stalin and the Politburo believe in war. Although they talk of peace with piety and beguilement, they govern their own people with one army (the M.V.D.) and make foreign policy with another army (the Red Army) and have long worked on the principle that war with America is inevitable. It is the curse of modern times that one of the powerful nations of the world is led by men with mediæval minds and obsolete habits of thought. The tension today is not merely between Stalinist totalitarianism and Western political freedom but between the past and the present. Some day—it may be years in the future—we shall know the great answer. Are the old evils of conquest and empire more powerful than liberty and law? Is all that has been accomplished in the West an illusion?

No one who believes in the United States and the United Nations thinks for a moment that these rhetorical questions will be answered in the affirmative. Empire is a discredited idea now, for it violates the principles in which Americans believe and on which the United Nations is founded; and conquest ends sooner or later in disaster. Although the odds against us at present look formidable statistically, we have sources of strength, too—including the biggest and most versatile industrial machine in the world, trained personnel to operate it and fighting men who have already demonstrated their ability to help win wars against tyrants.

No matter what condition they may be in at any given moment, none of these military arms is effective unless it is animated by basic moral forces. In all forms of activity the essential strength is zeal and fortitude. And it seems to me that the moral stamina of the nation has never been sounder. The decision to save the United Nations from annihilation in Korea and to resist the conspiracy of communism in the field was a moral decision. There was something in it of the old pioneer tradition of personal responsibility. It took great moral courage because on grounds of present expediency it could be argued away.

A decadent nation could have found any number of easy ways to escape responsibility at this inconvenient moment: Korea had no strategic military value; the Rhee government was not one that we could be enthusiastic about; we were not strong enough at the moment to do the job without jeopardizing our security elsewhere. There is always a way out for people who don't care.

After the North Koreans swept across the 38th parallel into the part of Korea where the United Nations had been permitted to hold elections, there was an interval of two

BY BROOKS ATKINSON

. . . a man of ranging interests which include birds, mountain climbing, Thoreau, public affairs and the theatre;
a correspondent in Chungking and Moscow;
a Pulitzer Prize winning journalist, and the distinguished drama critic of *The New York Times.*

days when the familiar pattern of totalitarian conquest appeared to be generally unopposed and the future of the free world seemed to be toppling. That was one of the lowest points in recent history. Truman's pithy and forthright acceptance of the challenge restored the validity of the free world. It put a solid foundation under our future because it represented moral strength.

Despite the importance and also the intricacy of politics and economics, the world operates on moral principles. The American Constitution is a moral charter, written and put into use by moral men, some of them acting apparently against their own interests in advocating practical democracy. The United Nations charter is a moral covenant, based on the belief that peace is essential to everything worth human devotion. And again, the decision to save the United Nations by putting down aggression in Korea was a moral action that gave substance and direction to the future of the world.

With the exception of the communists, who comprise an infinitesimal portion of the population, the country recognized the truth of the decision, and supported it; and, resolutely if reluctantly, it took up again the painful and exhausting burden of preparing for a small war that might get big. Thus, the moral victory was already won. Everything else hinged on that. Without a moral victory there could be no victory in the field.

It was a bitter thing for Americans to be fighting in Korea. Since 1910, when Japan formally annexed Korea, Americans as a whole had had few personal relations with this small country lying between China and Japan and were not aware of having any personal stake in Korea's future. Everything about our "police action," as it is called, was distasteful to Americans who wanted to get on with the satisfactions of living a normal life at home: the weary distances across the Pacific, the uncongenial climate, the primitive communications and facilities of a backward country, the strange habits of Asiatic people, the subtleties of Asiatic politics. The agonies of warfare become increasingly bitter the further an army travels from its home base. We were asking a great deal of the men we sent so far away on an errand that might be difficult to understand.

But part of the moral strength of our position derives from the fact that people as a whole understand it very well. Ironically enough, we can thank the Russian propagandists for consolidating public opinion at home. Ever since the United Nations began operations, the Russians have been deliberately talking over our heads to the hungry and discontented masses of Asia who are naturally looking for quick and simple solutions to their daily problems. And since our actions overseas are frequently ambiguous, the Russian propaganda is generally regarded as effective in the areas where people have never known any kind of freedom or security.

But there is a reverse side to Russian propaganda. To people who have been brought up in an atmosphere of freedom, Russian propaganda has the effect of making Russia look like a brute and a beast. Only people who have lived in Russia know how thoroughly this image distorts the truth of the Russian people. But that is the monster the Russian propagandists have created, and it has done them no good. There was a considerable reservoir of good will for Soviet Russia in America during the war when we were allies and Russia fought our common enemy with terrible, massive tenacity. Thousands of Americans hoped that our wartime association would put an end to the rancorous and furtive relationship that had existed for many years. We looked forward happily to friendly relations. Don't forget that there was general rejoicing when Stalin sent Molotov to take part personally in the United Nations conference in San Francisco in April, 1945. Americans as a whole were willing in those days to believe that there were two sides to every question dividing Russia and the United States; and that, on a basis of association and good will, the difficulties could be resolved.

Is there any precedent in history for the persistent recklessness with which the Russians have translated good will into animosity? With a systematic ruthlessness, both inhuman and stupid, they have turned a friendly attitude into suspicion, suspicion into dismay, and dismay into contempt and anger; and they have set the free world solidly against them. Apart from their clumsy and boorish tactics in every international assembly, their machine-made vilification of America has aroused the scorn and wrath of every man who has a sense of justice and a free mind.

Hitler told the world what he proposed to do, and no one believed him. For the past five years Stalin has been telling the world by deed and equivocation what he proposes to do, but now we take him seriously. Since the early days of Hitler we have learned that dictators can not be dismissed as irritating madmen, particularly since they pervert moral principles into weapons of treachery. We do not like murder, slavery, and treason in men or nations, and we do not propose to submit to a world dominated by ruffians and operated like a prison-camp.

When the communists of North Korea sent well-trained troops, armed with Russian equipment, across the 38th parallel into the Korea recognized by the United Nations, we knew that the free world was being challenged and defied. If the free world had discreetly looked the other way, it would have had no future. It would have been lost for all time by default. That was a crucial point in history, and the Truman decision faced it boldly and honestly. Defense of Korea was an act of faith in defense of freedom. Although the struggle which we took up there may go on to be long and costly, we have begun it with good conscience and moral stamina.



News: linen for a city winter, linen under fur. One wonderful way: a white, two-part evening dress of thickly-embroidered sheer linen. Dress and wild mink coat; Hattie Carnegie. Diamond pin; Harry Winston. Opera glasses; Petit Musée.

WINTER LINEN—



PENN

NIGHT AND DAY

Late-day news, striking news: the sculptured white of a herringbone linen suit, outlined in black braid, worn under black fur. Suit, a Ben Reig design by Omar Kiam; coat, Persian broadtail (Hammer Brand processed); Gunther Jaeckel.



NEWS: WHITE-WHITE BATHING SUIT
IN NYLON CLOQUÉ

FASHION NEWS, BEGINNING SOUTH

Our outlook for resort life this winter, for a part of summer next summer—these fashions. photographed in Cuba. (Vogue's first resort-report for 1950-51: in Vogue, November 15.)
Above: One outlook for the beaches, the clinging suit, built over a moulding brassière. In nylon shirred with Lastex, the whole thing, cloqué. Sewn inside, a disciplinarian band at the bosom, across the midriff. By Jantzen, $16. Franklin Simon; Jordan Marsh.
Opposite: One outlook—that half-forgotten fabric, cotton sateen, very much around again. We like its creamy whiteness against a sun tan; like its unpretentious look when the dress is simple, as here. Obliquely buttoned bodice piped with orange; gathered to it, a soft skirt. By Henry Rosenfeld, $15. Altman; L. S. Ayres; J. W. Robinson. Lipstick, Pond's "Honey." Photographed in the palace now occupied by the Palacios family. (In Trinidad, every big antique house with white-washed walls, dark woods, faded frescoes—is automatically a "palace.")

NEWS: OPALINE-WHITE DRESS IN SATEEN

COFFIN







Fashion news, beginning South, continued

NEWS: TAILOR'S SHORTS

On this page, shorts copied straight from the cut of little boys' pants. *Left:* In plaid cotton, little boys' shorts, here, with a strip of bodice. $23. Jacket with linen collar, $15. Both by Brigance, at Lord & Taylor. *Below:* Pin-striped white Celanese rayon suiting; a white rayon crash shirt. Both by Brigance; together, $30. . . . Next, navy-blue flannel pants. $20. Cotton blouse, $12. Both by John Miller. . . . All, Lord & Taylor.



NEWS: THE FASHION FOR BROWNS WITH WHITE

Opposite: One of the many shades of brown bound to appear with white—here, with another strong fashion point: the dress with its own coat. Both, in Irish linen. Dress, $70. Coat, $70. Both, by Elfreda, at Saks Fifth Ave.; Woodward & Lothrop. Marvella pseudo pearls, Best's. Frances Denny sunny "Coral" lipstick. Scene: the patio of the Pederoso palace in Havana.

COFFIN





THE NEWS: INSIDE THE SUIT

Instead of taking-for-granted a superb figure, many new bathing suits now go about building one. Here, two, and how they work.
Above: A sugar coating for the figure—a brassière to the waist, and little pants, designed in one piece—to edit the figure for a wrapped, close bathing dress. The whole thing, in black Wyner worsted jersey; the dress-part, actually sewn to the undersuit. A new construction patented by Frances Sider, $25. Saks Fifth; Neiman-Marcus.
Opposite: A suit and a half. A well-shaped, completely separate brassière, snapped into the bodice of a maillot. The suit itself, black rayon-and-nylon faille woven with Laton. Shirred at the front; an oblique fin at the bodice. By Gantner, $18. Best's.





COFFIN



Fashion news, beginning South, continued

NEWS: LOOSE SHIRTS, SHORT SHIRTS

Above: Short shirt, shirttail out. Cut with a rounded collar, push-up sleeves, in red and white Lonsdale gingham, $12. Skirt-length pants in black Celanese rayon sharkskin, $12. All by Reel-Poise, at Saks Fifth. Gold-plated earrings by Monet. *Opposite:* Little sawed-off maillots, loose on purpose—worn *out*, over shorts, over slacks. First, red and white striped maillot, worn over short white shorts (at the waist, a band of red cotton). Maillot, $4. Shorts, $13. Next, blue and white striped maillot, worn over pirate pants (and the waist, a band of blue cotton). Maillot, $4. Pants, $15. In cotton knit and Everfast sailcloth; by Joset Walker. Lord & Taylor; Wanamaker's, Phila.; I. Magnin. Scene, a villa in Varadera, Cuba. COFFIN





JOHN BARRYMORE, JUNIOR



BRANDON DE WILDE



H. R. H. THE DUKE OF EDINBURGH



MICHAEL ARLEN



ALFRED LUNT



T. S. ELIOT

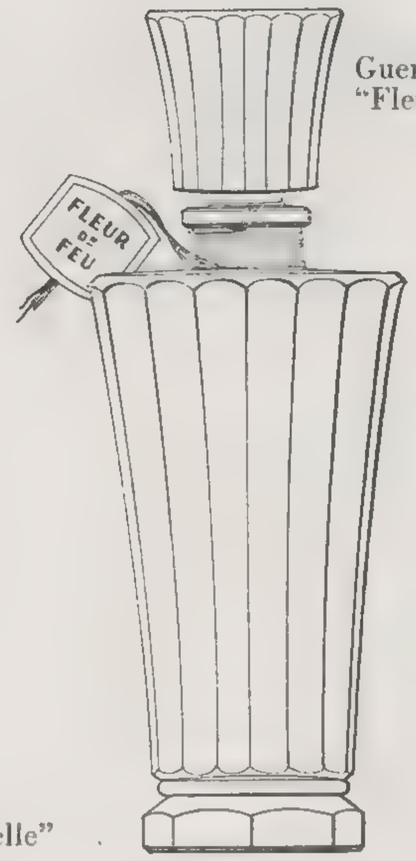


SERGE OBOLENSKY

FAMOUS NOSES—FAMOUS SCENTS



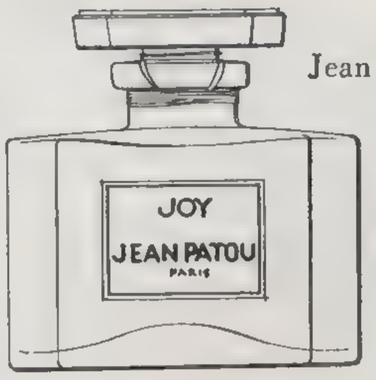
Germaine Monteil's
"Nostalgia"



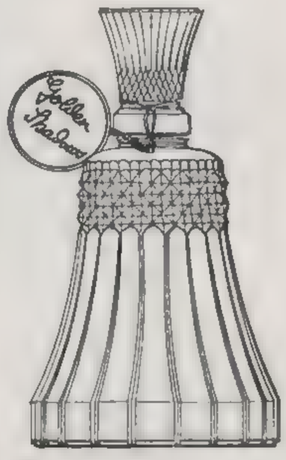
Guerlain's
"Fleur de Feu"



Lanvin's "Arpège"



Jean Patou's "Joy"



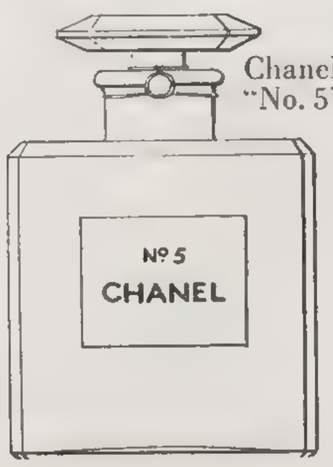
Evyan's
"Golden Shadows"



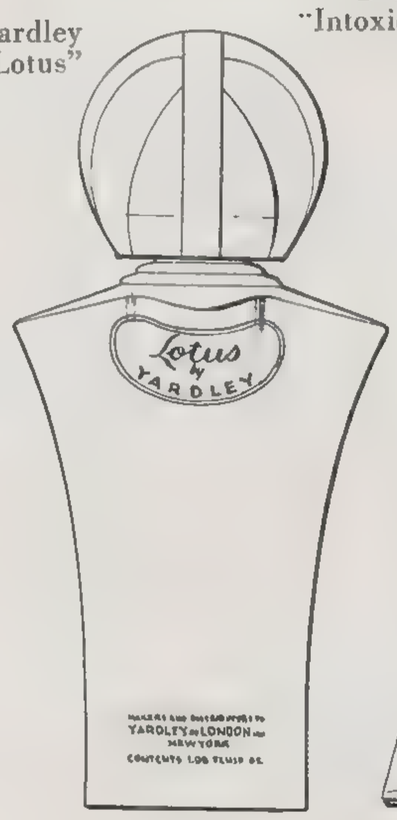
Houbigant's "Chantilly"



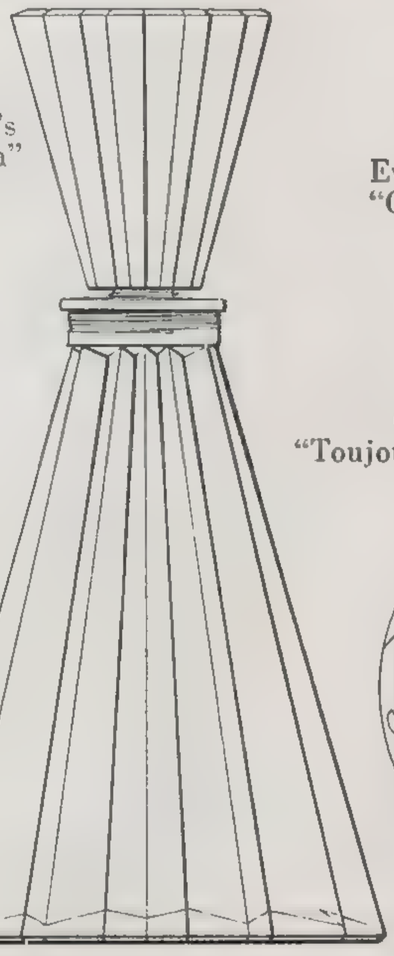
Bourjois'
"Beau Belle"



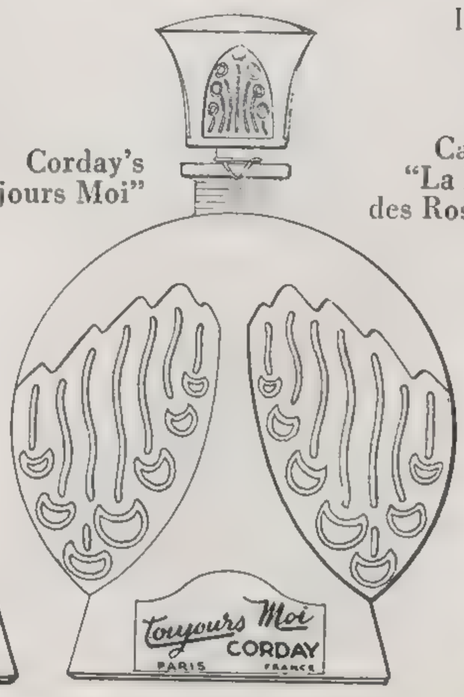
Chanel
"No. 5"



Yardley
"Lotus"



D'Orsay's
"Intoxication"



Corday's
"Toujours Moi"

Caron's
"La Fête
des Roses"

SKETCHES BY REIGER

ALDOUS HUXLEY

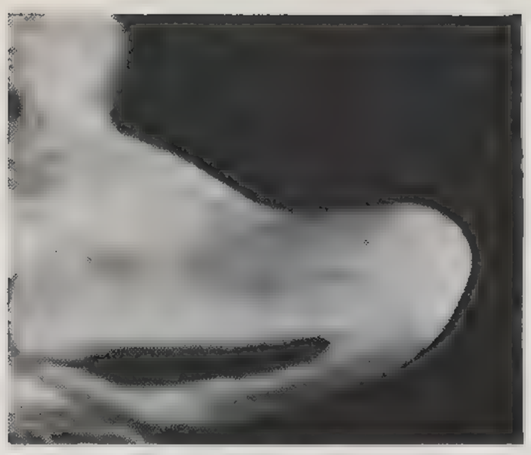
EZIO PINZA





BASIL RATHBONE

JOSÉ FERRER as CYRANO DE BERGERAC



SIR LAURENCE OLIVIER



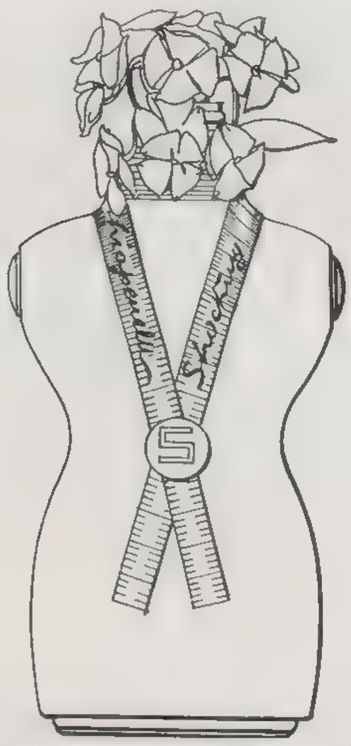
JOHN K. M. MCCAFFERY



On the scent for the right scent—for perfume is a two-way present, as much a pleasure for the getter as the giver. Here are thirteen famous noses (can you identify them?)—twenty-five famous scents.



Lucien Lelong's "Parfum 6"



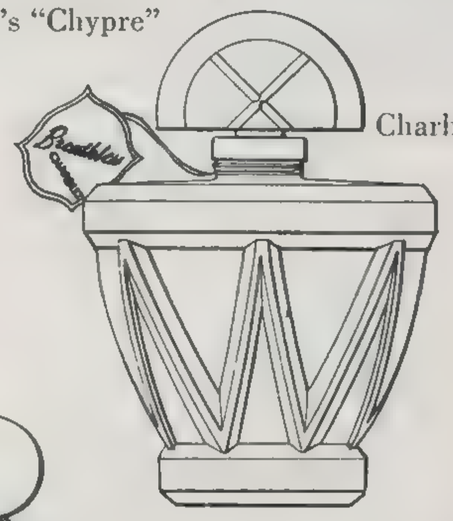
Schiaparelli's "Shocking"



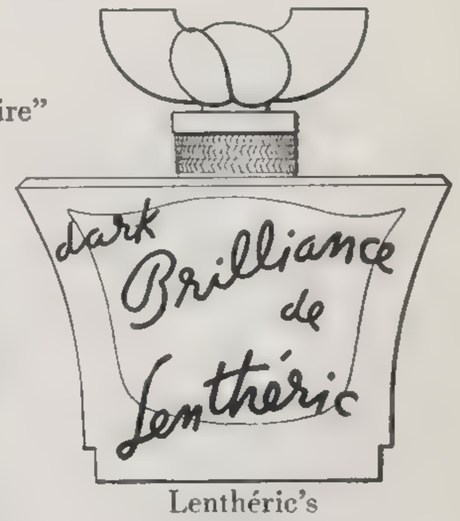
Coty's "Chypre"



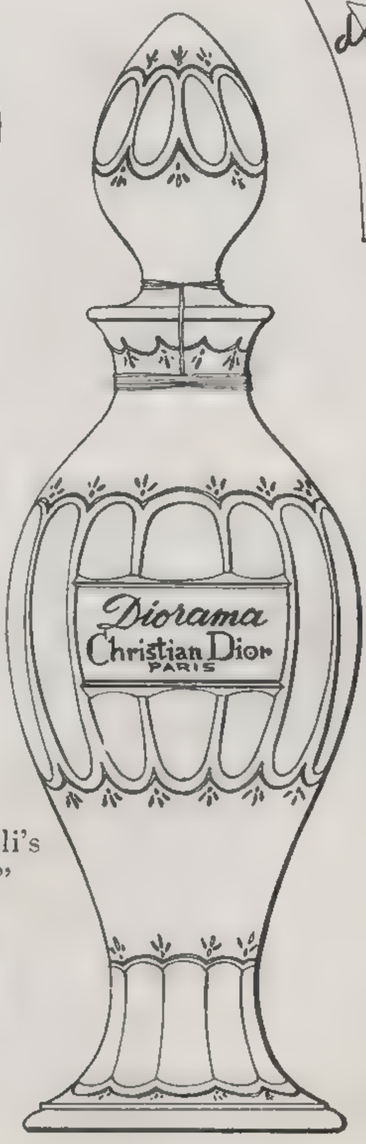
Dorothy Gray's "Savoir Faire"



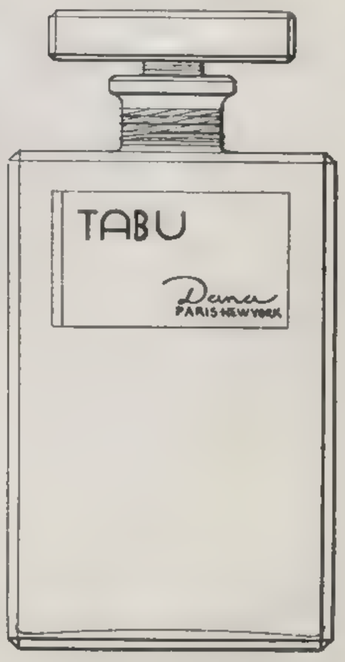
Charbert's "Breathless"



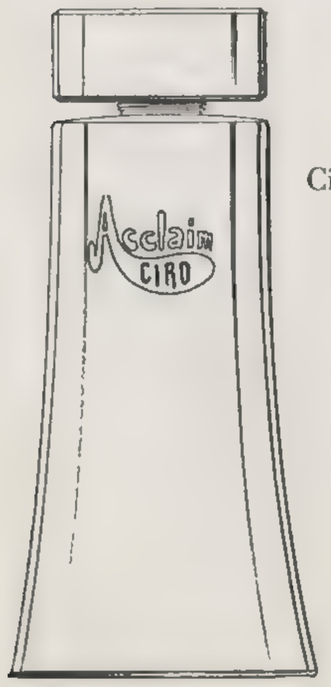
Lenthéric's
"Dark Brilliance"



Christian Dior's
"Diorama"



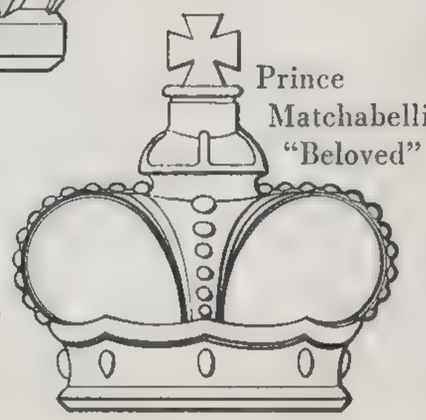
Dana's "Tabu"



Ciro's "Acclaim"



Renoir's
"Messager" . . .
"Futur" . . .
"Gambade"



Prince
Matchabelli's
"Beloved"



HORST

MISS NANCY OLSON

WINTER ORGANDIE

The young motion picture actress, Nancy Olson (to be seen, later this month, co-starring with Bing Crosby in *Mr. Music*), is the daughter of a Wisconsin doctor, was recently married to Alan Jay Lerner, composer of the *Brigadoon* score. Here she appears in the winter news of Swiss organdie, a short white evening dress involving Irish linen, piqué, eyelet embroidery. In her hand, a compact that would be a wonderful Christmas jewel: of 14-K gold, fluted, heaped with tourmalines and diamonds. The dress, by Paul Parnes, $125. At Altman; Montaldo's; I. Magnin. The compact; Verdura.

EMERALDS: QUEEN'S RANSOM

Some of the great emeralds of the world are now in this country; jewellers are making them the focus of designs, some shown here—emeralds co-starring with diamonds. *At the top:* five cabochon emerald pendants with diamond heads, designed to be suspended from the diamond necklace shown below. The duplicate pendant, part of an earring. The bracelet, half beneath the rose, a cabochon emerald, in diamonds. All, Van Cleef & Arpels. The series of square-cut emeralds on a river of diamonds, a bracelet by Harry Winston. The lattice-work of emeralds and diamonds, a copy of an antique necklace, by Schlumberger. (All are shown a trifle less than actual size.)



HORST



MRS. CHARLES WRIGHTSMAN

(right) travels constantly, in this country and Europe, part of the year. But winter finds her happily anchored in Palm Beach, where her great house is always decorated with people and parties. She wears here a satin Watteau coat, ice-blue—new in its lavish length, its high mink collar; over a ball gown of the same satin, designed for it. To order; Hattie Carnegie.

COUNTESS CORTI

(opposite) is the daughter of the fascinating Duchess of Cesaro, and is a Roman beauty who now divides her time between New York, Mexico. France, and Italy. Here she is photographed in New York in an at-home costume: lean slacks of red cotton flannel embroidered in black, with a black top of Juilliard corduroy. By Janice Milan, $40. At Stein & Blaine. The after-Matisse scene is the apartment of Edgar Kaufmann, junior, a member of the Museum of Modern Art Department of Decoration.

COFFIN HORST

VOGUE, DECEMBER, 1950



MRS. WINSTON FROST AND HER DAUGHTER, CATHERINE COCHRAN

COFFIN



MRS. THOMAS IRWIN LAUGHLIN

AT HOME: THE EASY COAT IN DRAWING-ROOM FABRIC

Mrs. Thomas Laughlin and Mrs. William Laughlin, sisters-in-law; photographed in the latter's New York house. *Above:* Mrs. Thomas Laughlin who lives in Manhasset and Aiken—has three sons (her eldest is seventeen). Here she wears a dinner-at-home redingote of silvery-beige rayon satin, a narrow underskirt. By Tula, $35. At Altman. *Below:* Mrs. William Laughlin lives in Southampton, Aiken, and New York, has two children, is a serious Red Cross worker—she is vice-chairman of Volunteer Services of the New York chapter. Her at-home costume (which her dachshund apparently also finds quite comfortable) is of mauve-shot silk moiré taffeta. By Dorian, $70. Altman. *Opposite page:* Mrs. Winston Frost, with the youngest of her three children (her eldest son is sixteen years old) is photographed in her country-like New York apartment which is filled with chintz, cages of Lady Gould finches. Here, Mrs. Frost wears a white at-home coat-dress of rayon crêpe matelassé, $30. From Bergdorf Goodman.

MRS. WILLIAM McKENNAN LAUGHLIN





MR. AND MRS. OWEN JONES TOLAND, JUNIOR.



ALEXANDER B. TOLAND, BEST MAN, AND THE USHERS, TEN STRONG.



THE BRIDE AND GROOM LEAVING THE
RECEPTION AT THE RITZ-CARLTON HOTEL.



MR. AND MRS. HAROLD E. TALBOTT; THEIR TWIN SONS, JOHN, HAROLD.

Miss Pauline Talbott, the daughter of Mr. and Mrs. Harold E. Talbott, was married in early October to Ensign Owen Jones Toland, junior, the son of Dr. and Mrs. Owen Jones Toland of Philadelphia. The wedding, in St. James Episcopal Church, New York, was made memorable by the Westminster Choir, founded by the bride's grandmother, the late Mrs. Harry E. Talbott. The Choir began its *a cappella* singing half an hour before the ceremony; their voices, the only music, gave the wedding marches a special beauty. Another beauty of the wedding, the bridesmaids: the bride's sister, Miss Margaret Talbott, maid of honour; Mrs. Northrup Knox, Mrs. Lewis Preston, Mrs. Richard Bigelow; the Misses Sharman Douglas, Elizabeth Stratton, Dorothy Fred, Elaine Perry, Marianna Mead.

THE TOLAND-TALBOTT WEDDING

FREUDY

THE BRIDE IN HER GRANDMOTHER'S WEDDING DRESS AND VEIL OF ROSE POINT LACE, THE GROOM, MAID OF HONOUR, THE BRIDESMAIDS.

FOR THE YOUNG:



ANKLE-STRAP SANDAL

SHORT EVENING DRESS



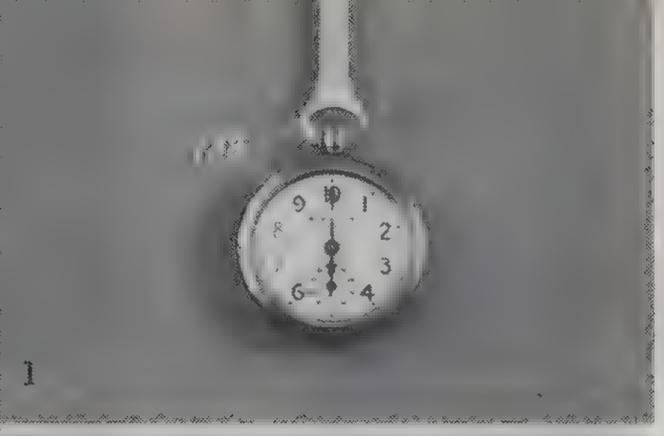
Home for the holidays—and going out. This winter, often in a short dress—perhaps one of these. And with it, ankle-strap sandals, airy and shining like the ones here.

Above: Late-day-and-later sandal in Sanka brown silk crêpe with strips of bronze kid, $26. Chequered sandal of gold kid and mesh, $33. Closed-front sandal, gold brocade, gold kid, $30. All by Newton Elkin. All from Lord & Taylor.

Left: A dress for the holidays and all of '51. In black rayon taffeta, the bodice, halter-cut; the skirt, accordion-pleated, wonderful for dancing. By Madeleine Fauth. $30; Saks Fifth.

Opposite page: Part of the season's news: the *short* white dress for young evenings—in traditional ballroom stuffs, brocade, silk organdie, or, as here, freshly sculptured in white Botany wool-and-worsted flannel, rhinestone-sparked. By Judy 'n Jill, $30. The bracelets (good Christmas present idea), pseudo pearls, by Trifari. Each two-row bracelet, $12.50 plus tax. All, Lord & Taylor. The dress, also at Hutzler's; Hudson's.

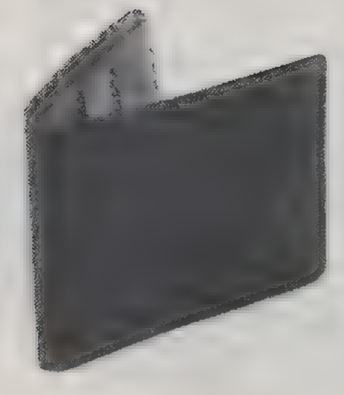




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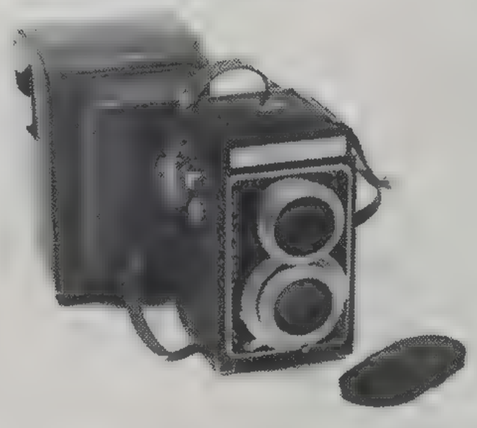
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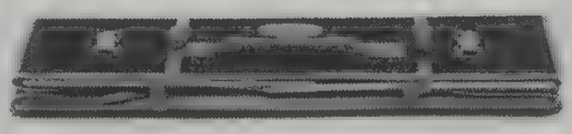
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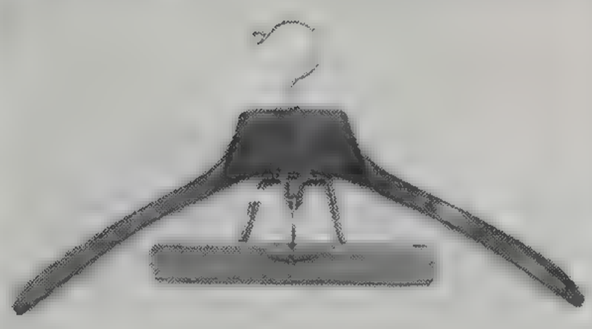
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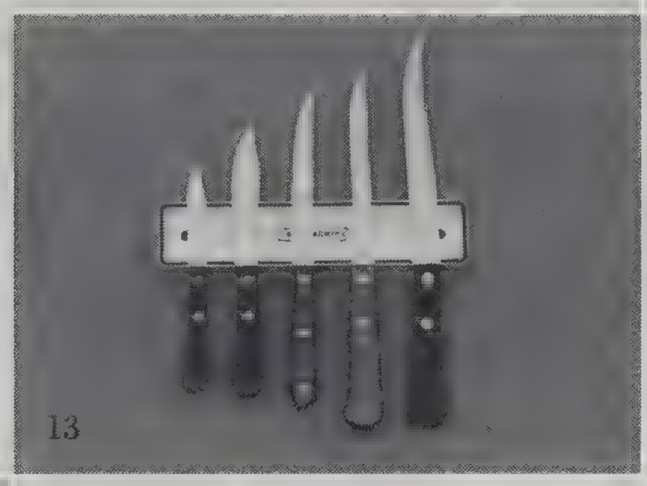
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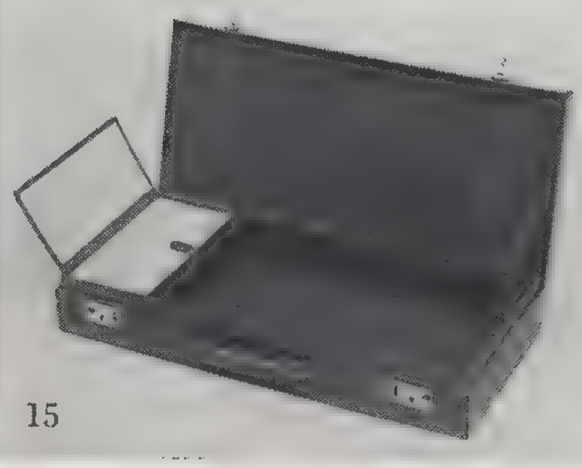
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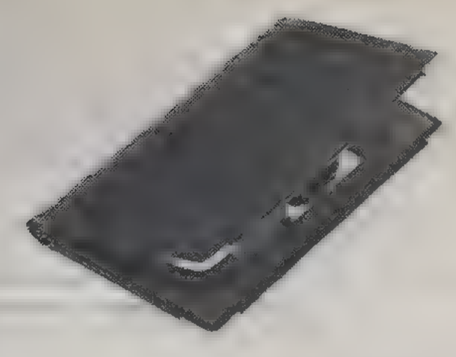
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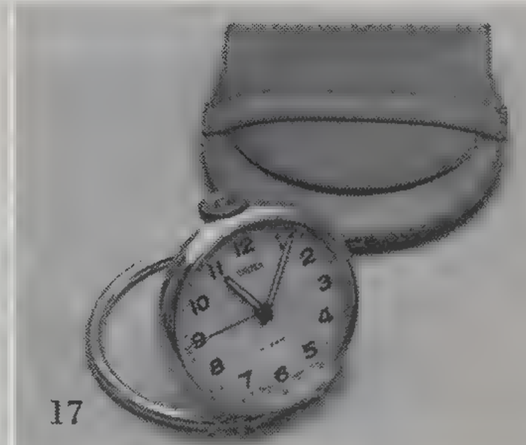
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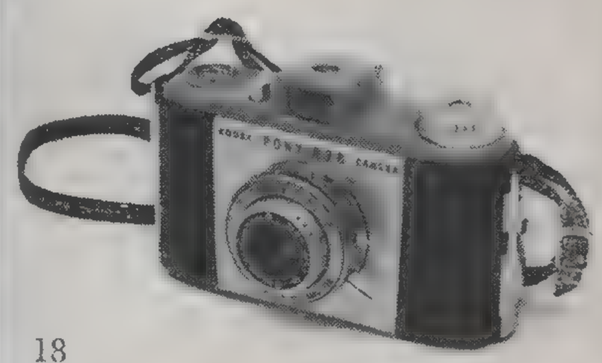
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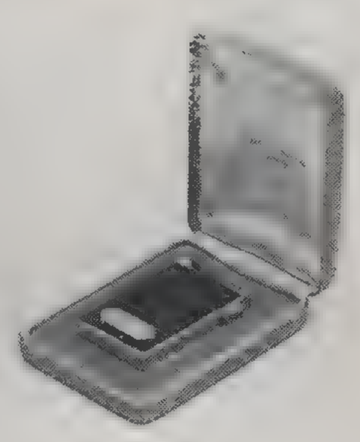
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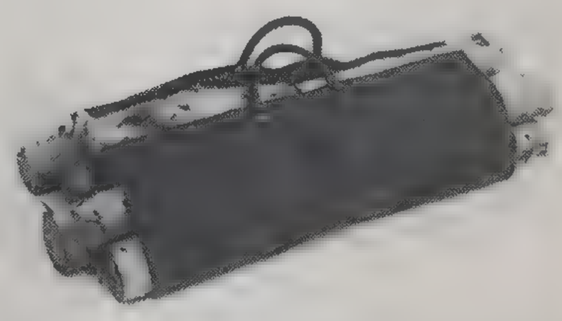
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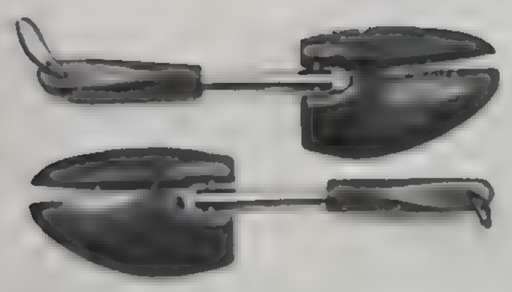
40 WONDERFUL PRESENTS FOR MEN

We set out to find the best of possible presents for the nicest possible men. Price, no special object; good idea, everything. Here, then, the wonderful presents we found. Range: $2 to $155*.

1. For checking an active life, this pedometer, nickel-finish. By New Haven, $6; Alex Taylor's.
2. Tritone pen of plastic that writes in dark blue, red, or green. $2.50; Abercrombie & Fitch.
3. Brown wallet, completely pinseal, side-panelled pockets, by Pioneer, $10*; Weber & Weber.
4. Light bird-watching binoculars, approved by the Audubon Society; plus a leather case. By Bausch & Lomb, $155*; Abercrombie & Fitch.
5. Short cut: a knife sharpener, plastic covered, AC current only. $12; Hammacher Schlemmer.
6. Hallicrafter radio, $95.45; at Haynes & Griffin.
7. Newest development: a Kodak Reflex II. In a brown leather case, $155; from Eastman Kodak.
8. Good host set of three cocktail tables, black lacquered pine, $25; at Hammacher Schlemmer.



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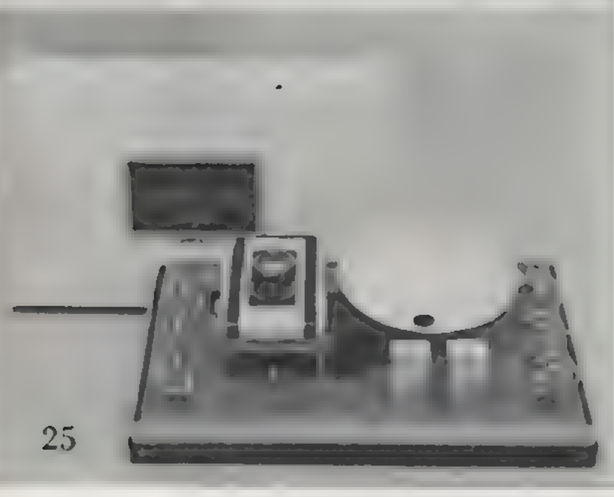
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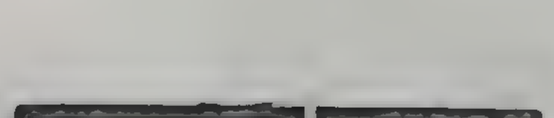
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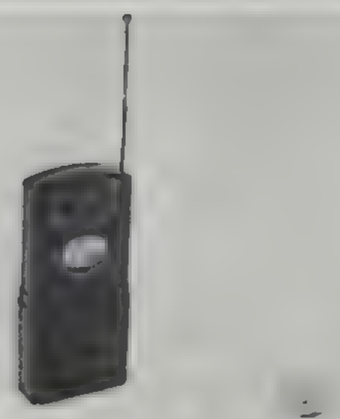
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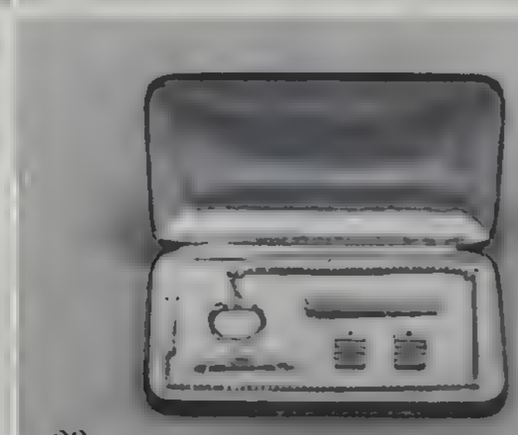
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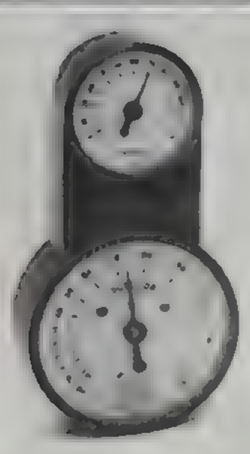
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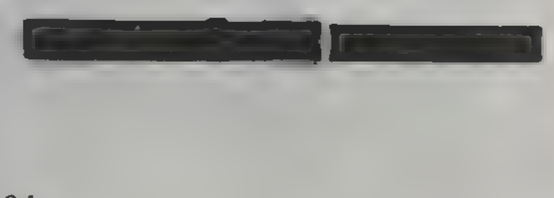
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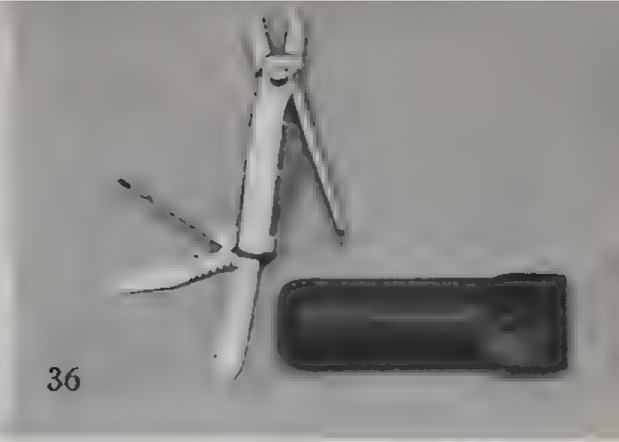
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OTTO MAYA

9. All gold-plated: a tie clasp and cuff links; in a brass box. By Swank, $10*; Saks Fifth. **10.** Folding suitcase: 24″ long in sturdy maroon canvas, cowhide trim. $32.50*; Mark Cross. **11.** Table lighter of pigskin and chromium plate. Ronson "Senator," $11; from Bloomingdale's. **12.** Extra big (20″) coat-and-trouser hanger of satin-finished hardwood. $3.25; Lewis & Conger. **13.** Aide-de-chef, a magnetic knife holder, $3.50 (the knives extra); at Lewis & Conger. **14.** A cocktail set in a pigskin carrier. Three flasks, a mixer, and mugs, all silver-plated; glass bitters bottle. By Greatrex, $120; at Altman. **15.** Cowhide suitcase, air-light, 21″, for an overnight trip. By Greatrex, $47*; Saks Fifth. **16.** Crocodile and pigskin wallet, with 14-k gold corners. By Greatrex, $65*; John Pringle. **17.** Travelling clock, gold-plated, Swiss movement; in a pigskin case. $45.50*; Mark Cross. **18.** Lightweight Kodak pony 828. 13 oz., easily carried in a coat pocket. $30; Eastman Kodak. **19.** Pocket lighter, black enamel and polished bronze. By Elgin American, $7.50; Saks Fifth. **20.** Before the fire, a green duck log carrier, leather handles. $4.75: Hammacher Schlemmer. **21.** International dictionaries, black Florentine leather, gold tooled, $17.50; from Mark Cross. **22.** Adjustable shoe trees, $3; Lewis & Conger. **23.** For a worthy golfer: a set of gold-plated golf tees in a leather box. $3.50; Alex Taylor's. **24.** Lounge slipper, hand-turned, in suède, with a calfskin heel and collar. $10.50; at Saks Fifth. **25.** For inside photos, a Duaflex Flash camera with film and bulbs. $19.50; Eastman Kodak. **26.** World atlas of pigskin-grain leatherette, gold tooling and edging. $17.50; Hammond. **27.** Alligator belt, by Hickok, $40; Gimbel's. **28.** Portable pocket radio in maroon plastic, with an earphone. $24; Abercrombie & Fitch. **29.** In gold-plated bronze: a key chain, tie holder, clasp, and cuff links. $4*; Franklin Simon. **30.** A double-life thermometer for the outdoors and indoors. $7.50; at Abercrombie & Fitch. **31.** Adjustable floor lamp of polished brass, shaded green. $24.50; Hammacher Schlemmer. **32.** For colourful entertainment, a Kodaslide tableviewer. $47.50; from Eastman Kodak. **33.** Two-suiter stitched cowhide suitcase, 24″ long, double handles. $49.50*; Mark Cross. **34.** Pinseal belt, by Hickok, $5; Gimbel's. **35.** For a Sunday painter, a box with colours, brushes, even turpentine. $21; Grumbacher. **36.** Handy man's knife, including a wire cutter, in a leather case. $10; Abercrombie & Fitch. **37.** At-home slipper: patent leather pump, red-lined. Handmade in England. $15; Saks Fifth. **38.** Made in Switzerland, this Hermès typewriter with cowhide case. $110; Mark Cross. **39.** Leather eyeglass caddy, $8; Mark Cross. **40.** Pen knife and nail file, $2; at Mark Cross.

*Plus Tax





3



4

SKI BASICS, PLUS...

A change in ski clothes comes slowly, almost invariably goes in the direction of the even more practical. On these two pages, this season's changes in America: use of lighter but warmer materials, or of a slicker fit, or of a good European idea. On the following two pages: new approaches to the classics, the basic line freshly drawn.
1. A lift from a Swiss milkman's jacket: a change for the gayer, for sunny weather. In white water-repellent cotton poplin, the pockets and the yoke embroidered in red and blue. Collarless (worn here with a sweater). By Picard of Sun Valley, Idaho, $30. Also Bloomingdale's. Black and white Norwegian cap, $2.25 at Norse House.
2. An extraordinarily lightweight all-nylon jacket in sand. The red quilted lining eliminates a layer or two of sweaters even in dead of winter. $25; from Saks Fifth.
3. The usual bulk of a heavy sweater eased here into the close melting line of dolman sleeves. $15 at McCreery's. Ski goggles, $1; Saks Fifth. Cap, $4; Norse House.
4. A white rawhide thong (like those in your boots?) threads the sack-neck of this black nylon parka; easily pulled on, pulled closed. White Stag, $16; Lord & Taylor.
5. A man's lightweight jacket for noon skiing, spring skiing. The change: to the patterned. Here, nylon is tie-printed. The jacket has been treated for water-repellency; has a hood. By White Stag, $20. At Bloomingdale's.



5

JOFFÉ



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SKI BASICS, PLUS...

continued

The basis is classic, but these are not carbons. It's like a slalom or jump: everybody runs the course, but some people look better doing it. 1. The necessary cardigan; you might wear this red wool one in the evening, too. $13; by Jantzen. Red wool cap by Madcaps, $8. Bloomingdale's. 2. The hood of a parka is often wanted, but when it isn't, zipping it into the collar is a new idea. Parka of British cotton poplin; for men, women. By Irving of Montreal, $20. Saks Fifth. 3. A grey hand-knitted mainstay from Switzerland; ranks somewhere up with your skis. Free-action sleeves, elastic neck. $25; Norse House. 4. The very well cut parka. Here, British cotton poplin; a band, spaced with the emblems of Swiss cantons, circles the dropped shoulders. By Irving of Montreal, $20. Saks Fifth Avenue. 5. Striped pants and white mittens with almost morning clothes elegance. The pants, navy-blue and white worsted gabardine, water-repellent, $25. Cowhide mitts, $5. By White Stag at Lord & Taylor. New here: "Molitor" Swiss ski-boots, handmade, with tie-down flap, $50; Norse House. 6. Waterproof cotton poplin mitts; zippered so you can keep mittens on, still get at cigarettes, tow tickets. By White Stag, $4. Bloomingdale's. 7. An important European combination: tweed jacket; a red knitted wool bib (scarf substitute); black Austrian fedora. Jacket, $62.50; bib, $3; Saks Fifth. Hat, $5.50; Norse House.



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JOFFÉ


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DIANE AND ELLAN ARBUS



MIDYEAR FASHIONS

FOR THE SMART GIRL IN AND OUT OF COLLEGE

Home for the holidays, with time out for shopping, with a chance to choose, from new collections, midyear clothes that could also be the basis of a whole spring wardrobe. On these and the next four pages, some of the best early birds. Here, three fleece coats briefed for spring.

Opposite page: The tunic coat, in tan fleece, with a wide spread of collar, a big slant of pockets, a belt of brown calfskin. By Jaunty Junior, $70. At John Wanamaker; Wanamaker's, Phila.; Seidenbach's. Tilted red felt pillbox, by Betmar, $4; earrings, gold-plated, big, by Monet; Altman. *Above, right:* Short-cut box coat with push-up sleeves. By Donnybrook in orange Warren of Stafford fleece, $45; Lord & Taylor. *Right:* Waist-short coat in pink fleece. By Donny Junior, $35; the black calfskin box bag, by Jana; both, Bonwit Teller. Gloves, this page, by Dawnelle; at Lord & Taylor.





DIANE AND ALLAN ARBUS



Opposite page: For short or long travels, a finely checked wool suit of navy-blue and white. By Junior Deb, $55; Altman; Jordan Marsh. With it, a striped straw, slouch hat, $17; at Knox. Cornering the collar, a gold-plated star pin, by Agnew; at Lord & Taylor. *Right:* Pale pink and beige Glen plaid suit to wear now under a coat, later, alone. The skirt, easy, box-pleated. By Shipman & Baker in Milliken worsted, $90; Bonwit Teller. *Below:* Opera pump of amber calfskin with a built-up leather heel. For walking around the campus, and later, perhaps, for working in town. By Hill and Dale, $17; Lord & Taylor. *Below, right:* For week-end holidays through spring, a navy-blue dress of Wyner worsted wool jersey, the neck curved by banana beige; plus a banana-beige bolero, edged with navy blue. Dress and bolero, by Paula Brooks, $35; Stix, Baer & Fuller. Shown with it, a suède envelope bag, by Jana; from Altman.

MIDYEAR FASHIONS
continued









MIDYEAR FASHIONS

continued



Above, left: Day and late-day slip dress of green sheer wool to wear from now into summer. The buttons, gilt; the belt, gold kid. Dress, by Judy 'n Jill, $30; Lord & Taylor. Piqué beret, by Betmar, $6; Lord & Taylor. *Above, right:* Shirt and skirt, linen and tweed, together or separating with seasons. The all-year shirt of bright salmon McBratney linen, fastened by studs. The skirt, salmon and white worsted tweed check, with a front pleat. The shirt, $12; the skirt, $13; both at Altman. *Left:* For Sunday afternoons in college or at home, a dress and jacket in sheer navy-blue rayon, plus white piqué—topping the tucked bodice. The jacket, lined with rayon taffeta, and dress, by Aywon, $35; Saks Fifth Avenue. All white rayon umbrella, by Frankford. *Opposite page:* All-year-round dress in black sheer rayon crêpe, with touches of piqué. For late day, you might light it with rhinestones rather than piqué. By Kane-Weill, $45. Strawcloth hat, by Madcaps, $6. Ronay calf bag. All, Peck & Peck. Dress, also Frost Bros.



DIANE AND ALLAN ARBUS



HORST

BROADTAIL SHAWL

The reversible idea—newly extended far beyond its practical origins. Here: the two-faced evening shawl, which can become as different as black from white. The black: Russian broadtail (Hollander-dyed), studded with tassels. The white: silk faille, tasselled too. The border of the whole magnificent triangle, mobile with fringe. At Bernham-Stein. Jewels, Seaman Schepps. Kislav gloves, Best's.



THE MOST TREASURED NAME IN PERFUME

CHANEL



TO PAINT IN FLOWERS

(Continued from page 104)

The three flowers were:

1. A little purple iris of the variety called Stylosa.
2. A small white tulip with pink stripes.
3. A humble convolvulus with a white centre and a blue edge.

All the others—the peonies, the narcissi, the late polyanthus, the early lilies, and so on, were easily available, though some of them would have to be held back in deep shade and others would have to be forced forward in full sunshine. (These flower painters had an awkward way of combining Christmas roses with June roses in the same bunch!) But the three flowers I have mentioned seemed to have vanished from the face of the earth. This is the story of how I found them.

It was in the spring of 1938 that I went, for the second time, to Palestine. It seemed a good idea, the world being what it was. You do not have to be a specially religious man to feel cleansed by Palestine; it is a country where sky and earth seem to meet; the heavens brood so closely over the hills that you feel you could stretch up your hands and . . . if you were spiritually on tiptoe . . . just manage to touch the pearly gates. In the sad year of Munich I wanted that sort of inspiration.

And I wanted the flowers. Unless you have roamed through Palestine in the spring you have never seen wildflowers; like rivers of blood the scarlet anemones tumble down from the highlands that lead to the Jordan; near Nazareth there are fields so thick with crocuses that you would say the hills were draped with tapestries of blue; and only a few miles from the tortured city of Jerusalem there are quiet places where the little violet sword lily—*gladiolus atroviolaceus*—grows so freely that you can pick an armful of them in a couple of minutes.

And always, as you walk, you remember that on these same flowers the shadow of Jesus might have fallen; the poppy that you pluck for your buttonhole may be a direct descendant of some flower that His hands had touched as He wandered through the cornfields. Even the anemones, that riot so profusely throughout the land, may be the "lilies of the field" which He made to shine so brightly in the loveliest of the parables. So, at least, maintain the majority of the scholars, and they quote the Song of Solomon to prove their contention . . . "My love is like a lily among the thorns." For the tallest of the anemones—which are indeed of the lily family—are always to be found among the thorn-bushes, struggling towards the light.

Palestine can raise you to the heights of spiritual ecstasy at one moment, and plunge you to the depths of spiritual depression at the next. So it was in Nazareth, which was my final port of call. The old part of the city is a living miracle; here you may wander at will through the narrow streets and courtyards, and find dozens of little barn-like rooms which must correspond, in every detail, to the room in which Christ was born. There are even carpenters' shops which have not changed in the two thousand years since He learned His trade. But the tourists seldom bother about the old city; they prefer to gape at the architectural monstrosities of the new, which are crammed with bogus relics and hideous frescoes.

It was this new city that drove me out into the hills, outside the city. There were three hours before I need rejoin my escort, and I wanted to think. After an hour or so I sat down in the shade of a rock, and idly tugged at the grass by my side. Suddenly I noticed a purple stain on my fingers. I looked down. I had been pulling at a tiny clump of iris Stylosa, of the exact shade of royal purple which I had so long been seeking.

No, it is not much of a story, though it has a little epilogue. When I had dug up the irises—no easy business—I hurried back to the town to meet my guide. I lost my way in the side streets, and found myself walking towards a rough stone fountain from which there flowed a stream of diamond-clear water, icy cold. I thought it would be as well to sprinkle the roots of the iris with this water, for the earth around them was parched and hot. As I was doing so I suddenly realized that this was Mary's Well, the only well in Nazareth, which must have been used by the mother of Our Lord. Not *could* have been, but *must* have been. "Now I know that my irises will live," I said to myself. "Now I know that they will flower again."

And they did, year after year, in the shelter of an old brick wall in the heart of Surrey. But they have never increased. Each year there have just been three flowers. Well . . . I only need three of them for my picture. It would be a superstitious fool who read any moral into this story. But as I happen to be such a person, that is precisely what I choose to do.

1939. War. And an end to flowers, to say nothing of flower pictures, for an indefinite period . . . maybe forever.

And yet, from time to time, the flower picture still glowed at the back of my mind, and sometimes, when things were very bad, I would dream about it . . . take it out, as it were, from its mental storage, and reconstruct it in my imagination. On the rare occasions when it was possible to leave the tortured city and get down to the garden, which was rapidly becoming a jungle, I would always pay a first visit to those flowers and shrubs which were essential to the picture. I thanked God that they were flourishing—in particular the little clump of iris.

1940. 1941. 1942. All the time the world was growing darker, and the shadows were falling over my picture, too, so that it was growing more

(Continued on page 154)

COMMAND PERFORMANCE



Toni Frissell

Command Performance is one of the few perfumes you can wear with equal success for formal evenings *indoors* and informal occasions *outdoors*. Most feminine and urbane of Helena Rubinstein's famous fragrances, Command Performance has the unique advantage of *lasting for hours and hours*, particularly on furs. And how delightful that you can buy it without visiting Paris! Madame Rubinstein imports essential oils from France, then compounds and bottles the perfume here in America. Command Performance is an exquisitely provocative fragrance—in eau de parfum at 1.75, 3.00, and 5.50. The concentrated perfume itself costs 2.00, 3.75, 6.75 and 12.50. At leading department and drug stores everywhere. ©1950, Helena Rubinstein Inc., 655 Fifth Ave., N.Y. *Prices plus tax*

BY HELENA RUBINSTEIN



You'll surely take great pride in having or giving
this dashing Shur-Tite handbag by Goldsmith.
So charming and chic, it's made of elegant Kip calf
with an inside zipper pocket. In Black, Brown, Navy
and a grand array of Christmas-time colors.

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Many other Shur-Tite originals at your favorite counter at various prices

TO PAINT IN FLOWERS

(Continued from page 152)

and more difficult to remember. But there came a certain evening in March 1943, when suddenly it seemed to live again before me, in all its tender colour, in all its exquisite detail.

It was in one of the wildest parts of the world that this happened —the Swat valley, on the North-West Frontier of India . . . a desolate no-man's-land that lurks in the shadow of the Himalayas. I had been sent to India as a war-correspondent; I had been stricken with a mysterious illness; and after a generous blood-letting I was being jogged down a mountain track on an improvised stretcher, on the way to the military hospital at Peshawar.

I lay on that stretcher trying to behave like an English gentleman, without any marked success. The pain was excruciating; the flies buzzed round a wound in my foot; and I was consumed with a torturing thirst, for the water bottles had long been drained. Then, all of a sudden, we swung round a sharp corner, under a jagged rock. The movement was so rough that it forced me to sit upright, and as I did so I gasped, not only with pain but with delight. For there before us, lit by the last gold of the sun, was a great drift of the striped tulips which I had been seeking all these years. They swept through the fields like an avalanche, they tumbled over cliffs and spilled into the forests, and as the breeze caught them they seemed to dance in welcome.

"Hussein! Hussein!" I cried to my bearer. "Flowers! Get sahib flowers!"

"Yes, sahib." He motioned to the others to set down the stretcher, which they dropped with a bump on the hard road. There was a clump of the tulips just beside me. I stretched out my hand and picked one. Yes, there could be no doubt about it. It was the right tulip, snow white, with six stripes of coral pink, the tulip which Joseph Nigg had painted in the fateful year that Napoleon had retreated from Moscow.

Well, this might also be my own Moscow, for all I knew, but I wasn't going to retreat without a good supply of those tulips. So I set Hussein to work to dig them up, taking deep clods of soil with them, so that the roots should not be disturbed. When we continued our journey it was by moonlight; the weight of the stretcher had perceptibly increased, and when we reached the military hospital it was some time before the sleepy Muslim sentries would let us pass, for they assumed—not without reason—that they were being asked to admit a flower-laden corpse. An assumption in which they were very nearly correct.

It would need a whole chapter to tell you how we saved those tulips —how they were stowed away under a bed in which two murderers were sleeping, chained to the wall—how they were transported to yet another hospital in Bombay—how, in the delirium that accompanied my final operation, I entrusted them to an American pilot who was flying home —and how at length, true to his trust, he planted them in the cool English loam of my deserted garden. All that matters is that a year later, when at last I reached home and went down to the country, they were blooming merrily in the shade of a copper beech—pink and white, with the thrushes singing all round them, as though England had always been their home.

The flower picture was almost complete.

And now we must have a brief diversion.

As I mentioned before, there were only three flowers that had been lacking from my bunch, the iris, the tulip, and the morning glory, and of these only the morning glory remained to be discovered.

But now, as the war drew to its stormy conclusion, and as the flying bombs roared low over the roofs of the city, there was a fourth flower that slowly seemed to assume a very special significance, and its name was "London Pride." There was a spray of it in the picture, and I had never bothered about getting it, because plants of "London Pride," as any Cockney will tell you, are two-a-penny. If you were to refer to it by its party name of *saxifraga umbrosa* he would look at you suspiciously and tell you to "come off it." For it grows in the humblest gardens of the slums, spreading its flat, glossy leaves in gloomy alleys, lifting its feathery pink blossoms through the fog.

But as these last days of conflict grew wilder and darker, this cheap little flower seemed to grow in stature, to be invested with a proud symbolism. Maybe because Noel Coward wrote a pretty good song about it. Maybe because almost anything green and growing, in those days, was a consolation. Whatever the reason, I decided that I must have a rather special piece of "London Pride" for my bunch, gathered on a rather special occasion.

I did not have to wait long. One day everything I owned was blown up, down to the last teaspoon. It was depressing, not so much because of the big things that had gone—the chairs and the sofas and the tables—but because of the little things. Among these little things I most regretted a single human hair. It had been given to me by Jack Pierpont Morgan on my first visit to America. He had taken it from a lock that had been cut from the poet Keats, and as he dropped a piece of sealing-wax on it, and signed his name, he turned to his secretary and winked and growled: "That's the last of these darned British boys that gets another of Keats' hairs. If we go on like this, there'll soon be nothing left but a bald patch."

The day after the blowing up, there was a lull. In the evening I went down to the City; I had to write a story about the ruins around St. Paul's. I wandered about, thinking

(Continued on page 156)

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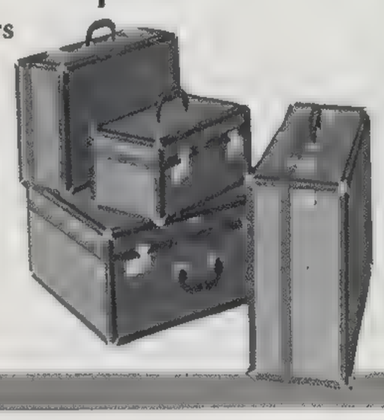
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1 cosmetic kit	3 shorts
12 handkerchiefs	3 shirts
1 handbag	
1 pr. slippers	
lingerie	
1 topcoat	
1 skirt	



TO PAINT IN FLOWERS

(Continued from page 154)

less of the story than of my own personal loss. All the little things. And in particular, that single hair. What did Hitler want with a hair of Keats? Why should he feel it necessary to destroy this fragile, tenuous link with the creator of the Ode to the Nightingale?

"My heart aches, and a drowsy numbness pains
My sense, as though of hemlock I had drunk,
Or emptied some dull opiate to the drains
One minute past, and Lethe-wards had sunk."

Then I woke up. For among the ruins, in the shadow of a pile of wood and rubble that was still smouldering, I saw a clump of "London Pride." Pink and perky as could be. The situation, admittedly, was one of blatant sentimentality. On the one hand, the smouldering ruins, in the shadow of the great cathedral, which still stood unscathed as a symbol of our faith; on the other hand the Cockney weed, fresh as paint, impudently defying the might of the dictators . . . a specimen of which flew overhead at that very moment, spitting fire and threatening slaughter.

I waited till the flying bomb had passed (by the way, it crashed harmlessly in the Thames) and then I climbed over the wall and dug up a sprig of the "London Pride." I had a fancy that it was not too pleased, as though it would have preferred to see things out to the end in the front line. But that, I admit, is the height—or the depth—of whimsy. To return to strict fact, it flourished exceedingly in the country garden; indeed, I have had to root some of it up, and cast it on the rubbish heap, for it was crowding out my favourite dianthus.

Which only goes to show that even a sentimentalist, if he is also a gardener, must sometimes harden his heart.

The war was over. But still the morning glory evaded me.

It was really ridiculous to be thwarted like this, by a simple convolvulus with a white centre and a blue edge, but there it was—or rather, there it was not. I wrote to all the seed merchants asking what they could do about it, with no result at all. They offered me morning glories the size of your hat, morning glories that would climb to the roof and then some . . . but they did not offer me a simple convolvulus with a white centre and a blue edge. It was far, far beneath them.

And then one morning—yes, it *was* in the morning, and a glorious one at that—I found it.

If you do not know the Château d'Horizon at Cannes you have probably heard of it. It is the most fabulous villa on the jewelled coast of the Mediterranean, and it was built by an equally fabulous person—the late Maxine Elliott, a statuesque Edwardian beauty, who broke a great many hearts and created a great many reputations. When Maxine was alive I used to visit the villa a great deal, and to say that there was never a dull moment would be an understatement. The place bristled with celebrities. If you saw an old sun-hat on the rocks you might safely assume that Winston Churchill was underneath it; if you saw an old man with white hair and a tennis racquet it was always the late King of Sweden; and if you encountered a young man with blond hair and two tennis racquets it was fairly certain to be the Duke of Windsor—or rather, the Prince of Wales. It was that sort of place.

(No, I have not forgotten the morning glory.)

Well, after the war, the villa was bought by the Aly Khan, as a fitting setting for the delightful Rita Hayworth, and one morning last spring I went to luncheon with them and found myself walking once again down the long drive under the pine trees, with the Mediterranean gleaming before me like a peacock's tail. I felt as though I were walking in a dream; in the past ten years the face of most of Europe had changed beyond recognition; yet here was the villa, still standing in the sunlight, a monument to a vanished age of gaiety, of luxury, of enchanting folly. What would it be like inside? What would Prince Aly have done to it?

But there was no time to answer these questions. Suddenly, in front of me I saw a flash of blue. And in the centre of the blue, a ring of white. It was a solitary plant of my little convolvulus, clambering gaily over the red rocks. How it had come there, what frolic wind had blown it from the mountains, I neither knew nor cared. All that mattered was that it was here . . . just one flower that had bloomed late, and a whole cluster of seed-pods.

With trembling fingers I gathered a couple of those seed-pods, wrapped them in a thousand-franc note (they were worth a great deal more to me than that) and tucked them away in my wallet. When I eventually faced His Highness I felt as though I were carrying the whole fantastic treasury of the Aga Khan in my hip pocket. I never dared to tell him, and I hope that if he reads these words he will not prosecute me for theft.

So there it is. The wheel has come full circle. The final petal is in place. The flower picture can at last be painted.

With some eagerness I await the spring.

(EDITOR'S NOTE: Beverley Nichols, British essayist and novelist, is known in this country for three witty books on his sixteenth-century cottage and garden in Huntingdonshire: *Down the Garden Path*, *A Thatched Roof*, and *A Village in a Valley*. While at Oxford he wrote his first novel at twenty-one, his autobiography at twenty-five. Now fifty-one, he has written twenty-seven books, numerous plays, and an operetta. His latest book was *Uncle Samson*, published recently in England.)

THE LIGHT IN THE DARK

(Continued from page 90)

There is the necessity to keep something burning—yes, and to make it shine afar. December is the year's midnight: only the little flames of the votive candles show man to man. This reaching out, this signaling through the dark, is for something more than the communication of fears and loneliness: man joins man so that, together, they may lift up their hearts. Never has being human—that is, human *only*—been quite enough: from the first, there has been our need for the miracle. As creatures, we are formed to adore and marvel. In answer, we have been given Christmas.

A ray falls on the Crèche—on the bowed head of the Madonna, the white locks of St. Joseph, the upraised hands of the Child. Celestially lighted, the group of three is at the same time softly lapped by shadows: they are on earth. Among the straw of the manger, legend says, last summer's little wild flowers flower again. Half in the reflection of this glow, half in warm tawny gloom stand the ox and ass: we feel the rude strength of the stable roof-beams, over which brood angels. Mary's mantle, having gleamed so blue, also spreads its hems on the humble floor. Such is the scene of the miracle—is it not, also, the miracle of the scene that supernatural and natural should so sublimely merge? What is illuminated, as we gaze, is the whole of the tender solemnity of life.

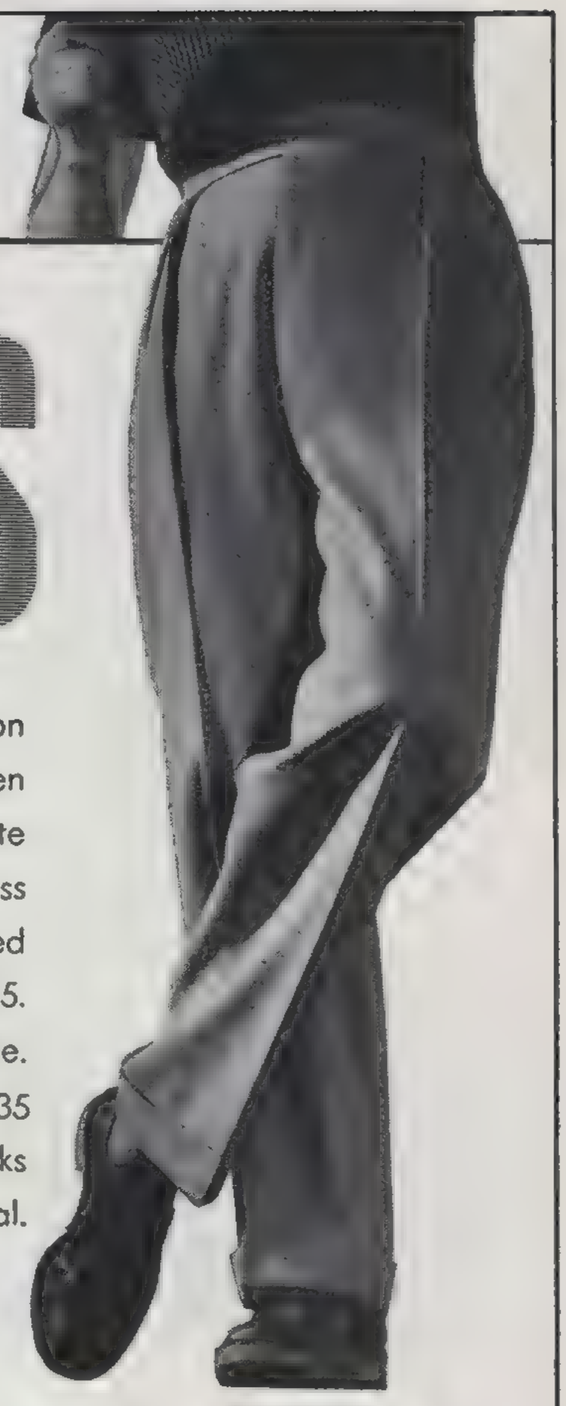
From the Crèche light travels, resting on all familiar, domestic things: this is one gift of Christmas—a sort of vision. Now, we perceive the especial dearness of what is dear to us—home, faces, belongings, memories, ties. It is as though mists, of fatigue or habit, cleared from between ourselves and that which we have and love. "On Christmas Eve," I thought, as a child, "even the furniture looks different!" The chests and cupboards, tables and chairs of my nursery shed on me, possibly, no more than the good-nature which was in them always: *I* simply, was more open to it that night. Something truer than fancy, less false than sentiment, makes us find rooms and people, around Christmastime, enchantedly kind—flowers smell sweeter; fires burn brighter; harmony appears in the pattern round us; the very taste-nerves quicken; there is a particular spontaneity about laughter. All this is blessed—has been so since the Star first halted over a roof.

Here is a Season which sets a time of its own, finds its own language—the imagery of the calendar and the card. These, to me, are most happy when they are in the tradition, old-fashioned, out of boxes in small-town shops. Robins and reindeer, bunches of gilt bells, red-berried

(Continued on page 158)

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THE LIGHT IN THE DARK

(Continued from page 157)

holly, Pickwickian coaches-and-four, candles, angels, fir trees.

Each of us, probably, has in mind one ideal and absolute of the Christmas card, as received in childhood. My own (date around 1910) is this—I behold a cottage gable in deep-dusky silhouette against an expiring gleam of sunset, one window lit: smoke goes up from the chimney. To this, a woodman returning, footprint by footprint, across the foreground snow: all around stretch white wastes, the bare trees are dark. How it glows and glows through that one small window—core of the world, magnet to man, the home! Towards it, the coach lurches among the drifts, the cravated rider whips up his horse, the red-mittened children drag their laden sledge, the spotted dog lollops, the cat leads her train of kittens, the crinolined lady picks her delicate way. All Christmas-card-land creatures have the same destination. My woodman's cottage, crouched in smouldering evening, remains for me forever the symbol-scene—no better picture, before or since, has so fixed for me that light in the falling dark; or, by contrast, the elemental and daunting loneliness of the Elsewhere.

That sense of the Elsewhere, and of those straying in it, can but encircle Christmas, if one has any heart. Who knows who may be left out there in the night? Not only the shivering heath or the street with the cutting wind and closed doors have their menaces: there is also the devastating solitariness of the hotel room, or of the apartment in which there is no life but the ticking clock. There are those whom Christmas touches only by its bitter meaninglessness to them—for, this is a Season to which natural indifference is impossible; those who dread or hate it shrink from its power. And—multiplied by the catastrophes of the world—there are the derelict, the placeless; those who are where they are under duress, or who are where they find themselves by sheer bleak fortuity, without ties or love. Of these many, how few can be comforted—at least, concretely: the practical reach and scope of our giving, in view of this trouble, can but seem poor and small. We *can*, only, humbly, keep these unknown in mind—which is to say, in imagination. The Child was born, of his travel-wearied Mother, in a stable because there was no room at the inn. Is not this a time to remember the crowded-out ones? Now is it, at Christmas, when we feel to the full the happiest implications of being human, that the sense of all other humanity most insistently presses against our doors and windows. To meet it, we send out into the dark some thought—however groping, vague, and unformulated. Who is to say, at this Season, what mystic circuit may set itself up between man and man?

At Christmas, no house is childless. Up to the surface wells a forgotten capacity for simplicity, an aptitude and eagerness for delight. The most elderly fingers tremble with expectation as they pluck at knots of tinsel ribbon; wrappings disclose "surprises" which send a flush up cheeks. The real children wake earlier—that is the only difference! Otherwise, as the Day goes on, we old and young find ourselves all made equal, elated and solemn by ceremonial: this, in the home, it is which serves to lift the Day up and shape its unique course. We celebrate, dazzled and drawn together; somehow more than ourselves. Who, what has joined our company? Today, tonight, the hours are deep and sounding, charged with the whole of time—with eternity. For indeed the truth of the Story appears most in that it has no end.

PARTY SCENE

(Continued from page 99)

thin, pale, theatrical materials and framed with golden garlands; the windows across the "room" were made into a double-story of boxes. A parquet floor was laid over scaffolding, and thirty feet up, a flight of plaster birds was suspended from wires. Through the windows, there was a view of an illuminated fountain, under a temple of foliage. In arches, bronzed *papier-mâché* busts (their heads crowned with laurel) stood on illuminated pedestals. The supper tent was a huge room built of pale green organdie.

The ballroom took a week to build, and during the week of work, when the skeleton of scaffolding was going up and electricity being piped out through cables, the project (a sort of oasis in an era of austerity) was fondly given its name—"Momoville"—so named for the American-born hostess who was "Momo" Kahn, the daughter of the late Otto Kahn.

As for the fact that the ballroom had to be dismantled the next day—Oliver Messel's view might apply to a party of any scale, for which the preparations are enormously energetic: "If one takes infinite trouble with the plans, it effects enjoyment—practically guarantees it."

One of England's few big official parties of the last few years was the royal command performance party at Covent Garden, which Their Majesties, the King and Queen, attended in honour of the President of the French Republic and Madame Auriol. For this, Oliver Messel decorated the entire opera house, the royal box, and designed an antechamber for the King and Queen to receive in. Here, he used the garden of garlands that are a sort of Messel hallmark at parties—but for the royal party, the garlands were twined camellia blooms. Again, he made an indoors pavilion; this time, of olive green silk. As for the dismantling of this set: the next morning, the Queen sent a messenger to request that for a week everything be left exactly as it had been on the previous night, so that she, and the public, might look at it all again.

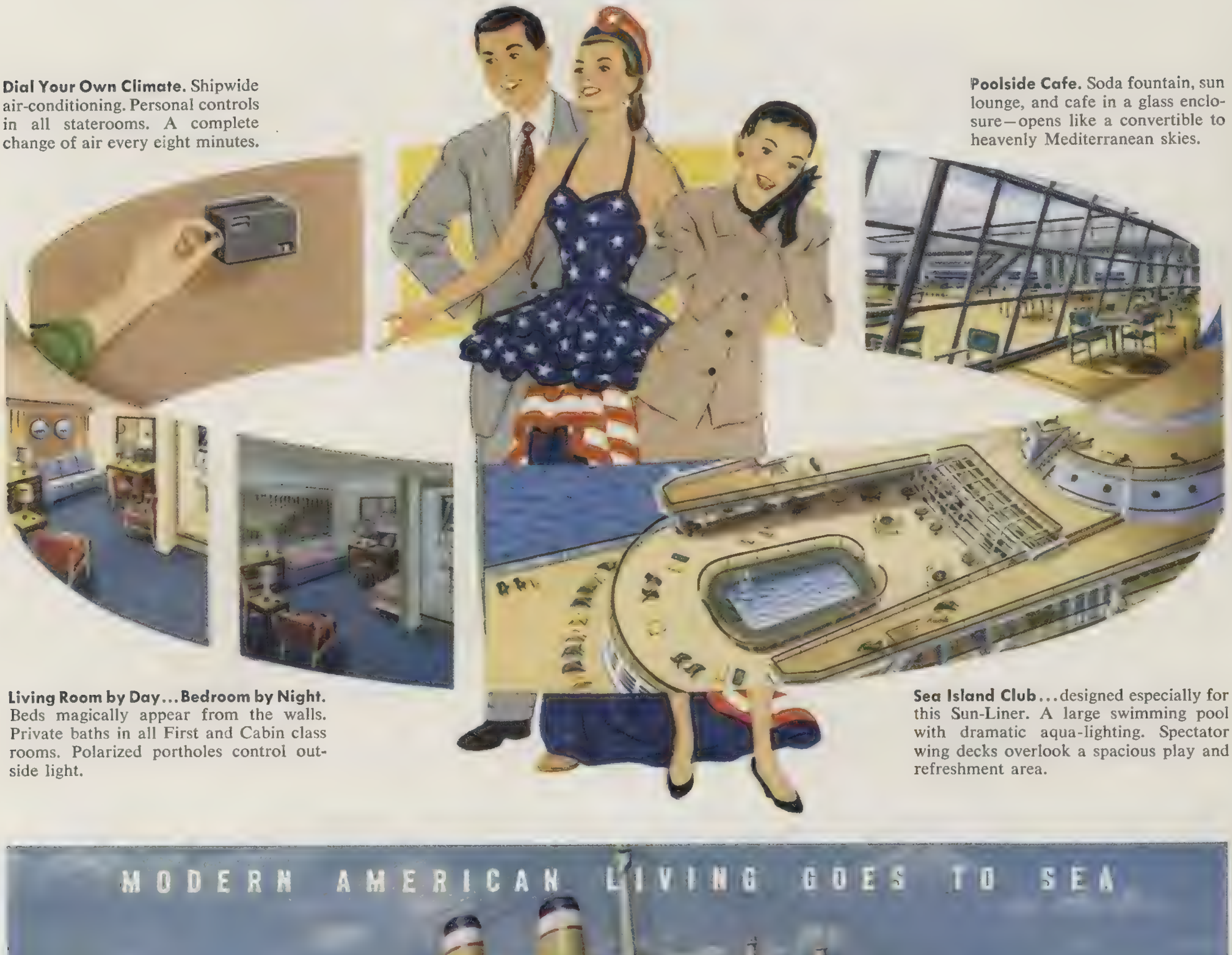

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Mrs. Edwin F. Russell, daughter of the Duke and Duchess of Marlborough, is photographed (left) wearing a blue denim shirt, painted with cows and a milking machine, a salute to her farm. Mrs. John R. Fell (right), daughter-in-law of Mrs. Ogden Mills, Honorary President of the A.W.V.S., wears a pink cotton broadcloth shirt with a painted lei of flowers.

Captain Edward Molyneux of Paris had his painting smock decorated with a reasonable facsimile of his favourite Picasso. Mary Martin has a denim shirt covered in scenes from *South Pacific*. A golf shirt was designed for Mrs. Robert Hudson, with *trompe-l'œil* cigarettes on the pocket, and gold balls and tees painted over the rest. Mrs. Richard Rodgers ordered a garden apron, decorated with her favourite vegetables.

Delivery of these designs can be made about a week after the artist is given a clue and the go-ahead. Prices for these painted shirts range from $10.50 to $37.50—and the profits go to the very good cause for which the A.W.V.S. shop is run.



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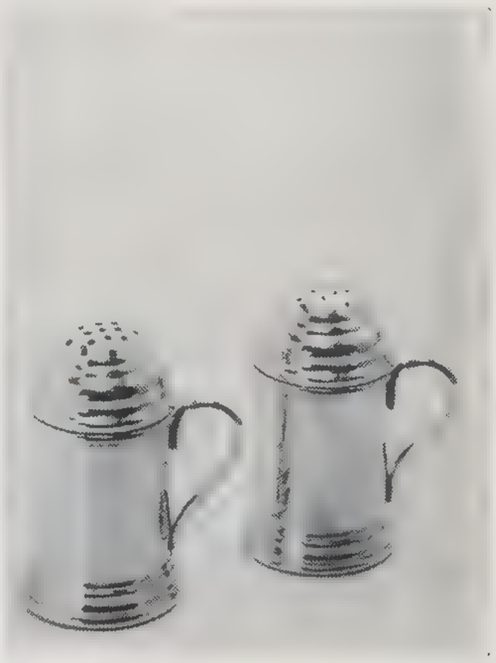
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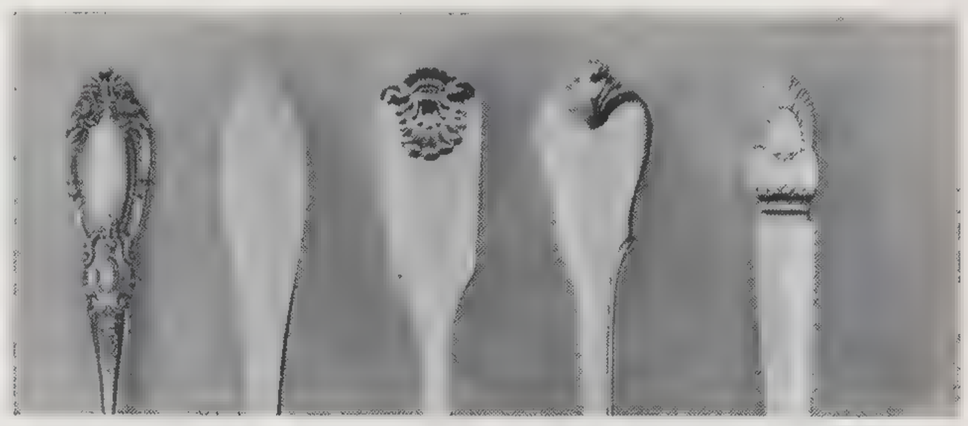
CHRISTMAS LIST— ALL SILVER





At school, the hours for tea and coffee have an astonishing number of minutes in them. Above, a set for a young hostess at home or at school. All, sterling silver, $115; tray, $50; Black, Starr and Gorham. (Prices this page include tax.)

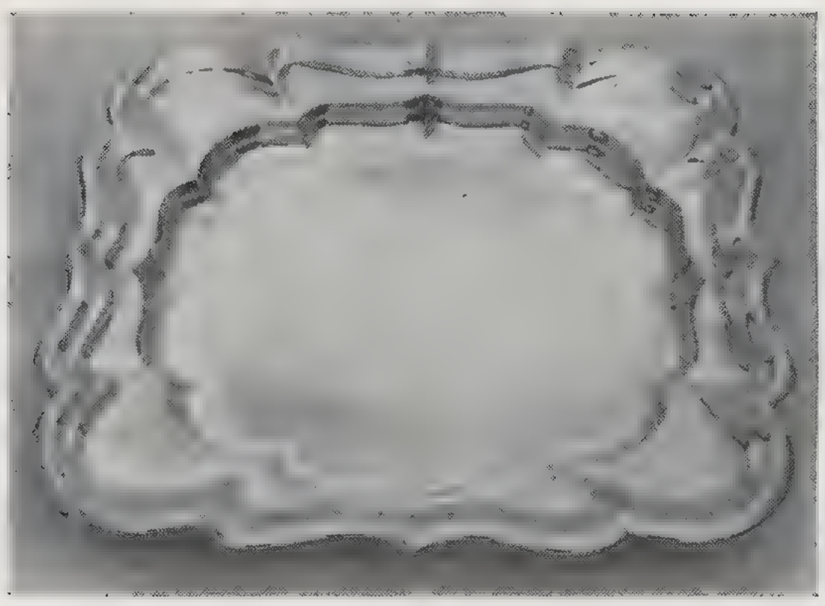
Left: The pair, a present for the buffet of a favourite hostess, sterling silver salt and pepper shakers; simply shaped, a business-like size. 2″ high, by Lunt. $12.50 at McCreery's.



A Christmas spoon to start a set. *Above, l. to r.:* "King Richard" by Towle; $4.50, Georg Jensen. "Colonial Antique" by Watson; $3.50, Altman. "Fiddle Shell" by Frank Smith; $5.34, De Salvo Galleries. "Grand Colonial," by Wallace; $3.35, Plummer's. "Princess Ingrid" by Frank M. Whiting, $3.67, Altman. All sterling silver.



Left: An etched cigarette box, handmade in sterling silver by Sigvard Bernadotte. 3¾″ high. 2½″ sq. $200. Georg Jensen.



Above: A deep tray for a couple at the need-everything stage; scarcely a course it couldn't serve. Of sterling silver. "Windsor" design; Reed & Barton. $92.50; Plummer's.

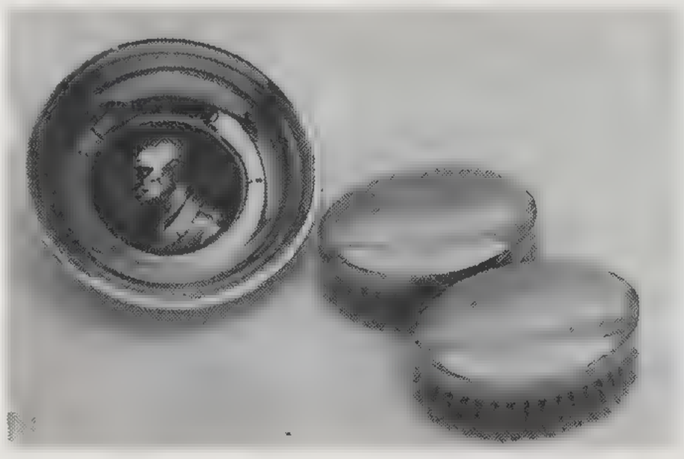


Right: A small sterling silver bar pitcher for "spots of water," "dashes of lime juice." Copy of an early American design; 4½" high, by Tuttle, $58. From Robert Ensko.

Below: Presents for a baby, which his parents will certainly borrow while he is growing up. From France; sterling silver. Cup, $30; bowl, $25; plate, $18; Cartier.



Right: A medal, or a rare coin can be set into the bottom of a sterling silver ashtray. To order ($30 as shown); Cartier. A pair of military brushes, military simple. Sterling silver backed. $18, from Mark Cross.



Below: Given now, a present for generations of daughters. The six-piece set and tray in International's "Richmond Hand Engraved" design. Sterling silver; $1,275; Plummer's. (Prices, this page, include tax.)



No finer way to say—

Merry Christmas



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HARRY DAY

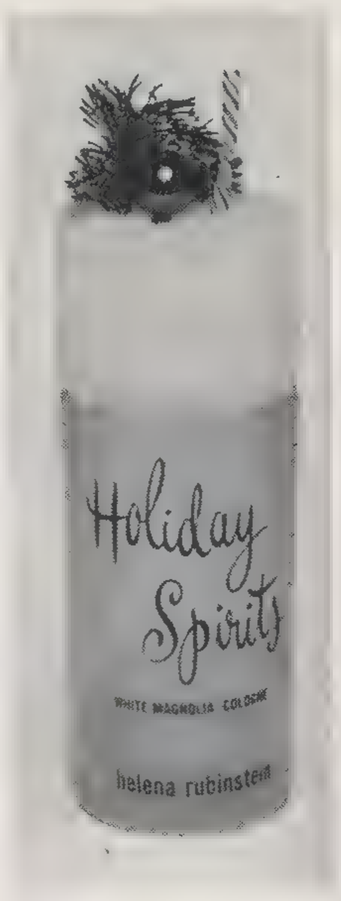
FLORENCE Reichman Boutique

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CHRISTMAS DISCOVERIES



Here we show six excellent present potentials. Five are new and/or noteworthy fragrances. One is a Lalique powder box. *Above:* Fabergé's important new scent, Act IV. Cologne, is at Lord & Taylor.



Right: Helena Rubinstein's White Magnolia Cologne named for this season, "Holiday Spirits," done up amusingly with frosted glass, fake foam and straw to resemble a long, cool drink. Lord & Taylor.

Below: Not new but excellent Christmas present material—Germaine Monteil's Laughter Cologne. This excellent fragrance in an urn-shaped bottle would look well on any dressing table. Saks Fifth.



Gifts to Treasure

Brilliant Necklace with Matching Earrings

Necklace $25.00 Earrings $12.50 plus tax



Frosty white leaves set with sparkling simulated diamonds... superbly made with an overlay of 14 Kt. white gold for lasting enjoyment.

Krementz

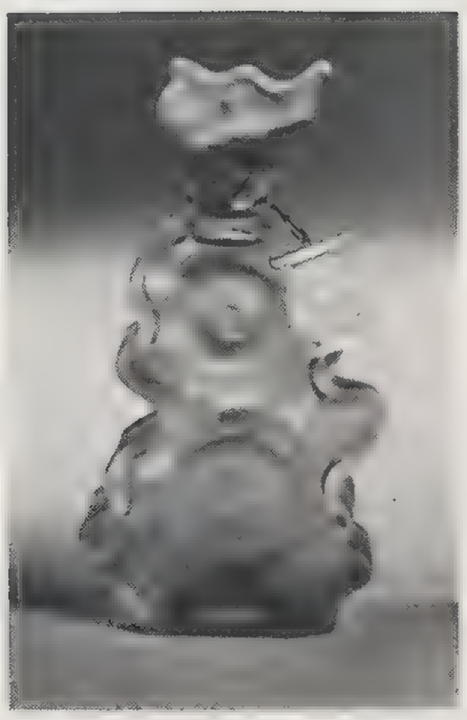
FINE QUALITY JEWELRY SINCE 1866

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Above: Unusual discovery—this frosty Lalique designed powder box, with delicate figures etched in bas relief. With enough cubic space to hold a puff and a generous measure of dusting powder. Jay Thorpe.



Left: A new perfume, Cantilene, warm enough, heavy enough to be a fragrant counterpart to furs. Made up and wrapped in France, by Revillon, who ought to know what goes well with furs. Bonwit Teller.

Below: Fireworks, a new perfume by Bergdorf Goodman. Its incendiary qualities: a warm flower crush with crisp, dry overtones. Two ounces bottled in faceted glass with a fringed collar around the stopper.



MIEHLMANN



Rose Marie Reid

"The Shortmaker" in Lonsdale's plasticrisp birdseye pique...treated for crispness in water or out. (Convert-a-bra buttons out for wear with strapless gowns.) Navy, chartreuse, yellow, camellia pink with white and white with navy.

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(Left) Bridle Bag, Natural bridle leather, bit chain closing. **$23.00***
(Center) Jumbo Pouch: 14" high. In soft Natural, Red and Navy handboarded hide. **$35.00***
(Right) Dispatch Pouch:—with outside zippered pocket. In soft Grey-blue, Natural or Red handboarded hide. **$27.00***
All with adjustable shoulder strap. *Subject to 20% Federal Tax.
Write for name of store nearest you.

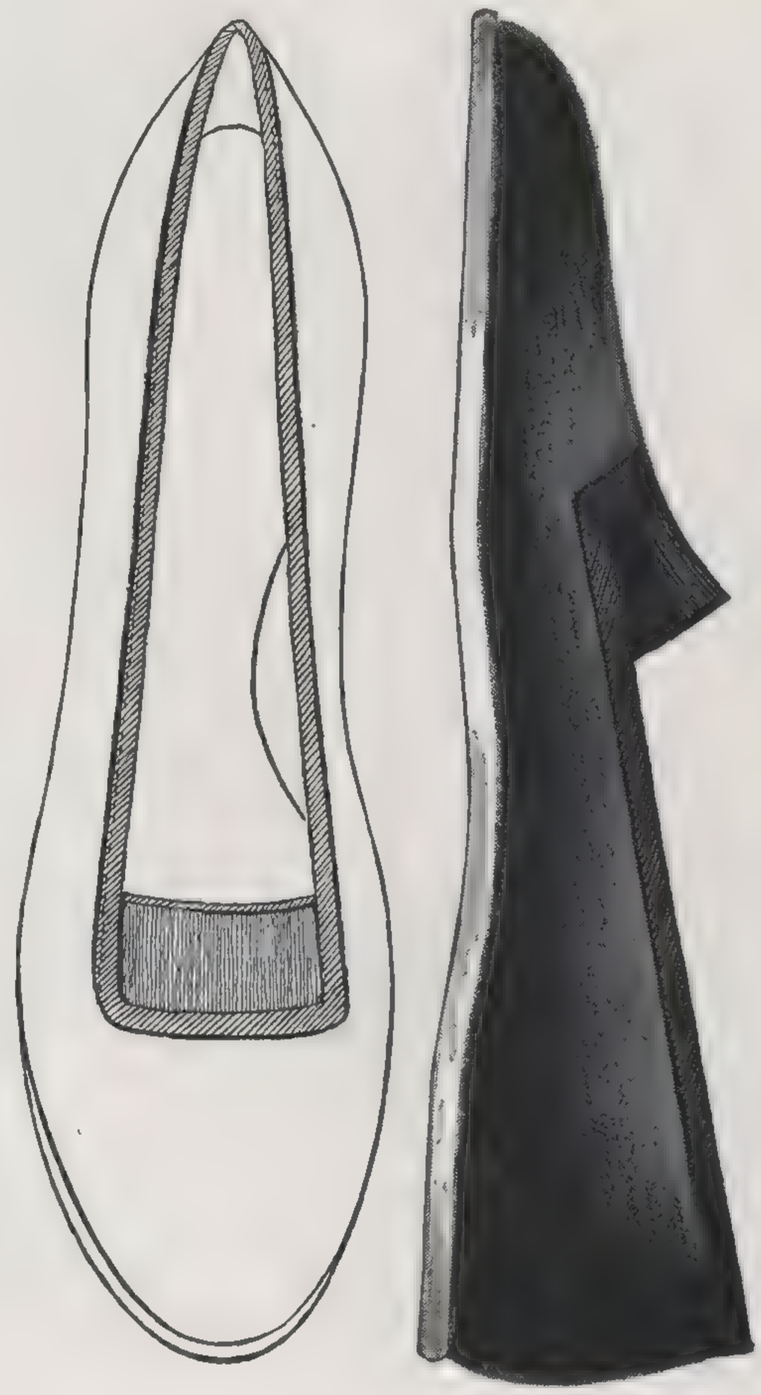
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THE GONDOLIER SLIPPER



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DES CARTES

VOGUE SPOTLIGHT

(Continued from page 107)

Chiffon has plenty to say about fundamental matters of the unconscious, but says them in a matinée way. It is not remarkable, but it makes for quite a good evening in the theatre only because of the validity of Flora Robson, who generates power as a mother caught in her own silver cord. She acts with deference and absorbing skill. Just as Dame Edith Evans in *Daphne Laureola*, which recently closed after a short run of seven weeks, gave New York the bouquet of great acting, so Miss Robson continues to give New York the scent of rare acting.

"BURNING BRIGHT"

Both judgment and enjoyment were suspended in John Steinbeck's *Burning Bright*, a play obviously beloved by its creator. He gave it a Universal message, made it symbolic, allegoric, and, in the final stage, paregoric. He looped it and fringed it and embroidered it in phrases of mauve generalities, and neither the acting of Barbara Bel Geddes nor the sets of Jo Mielziner could make *Burning Bright* less than a horror.

"HILDA CRANE," "THE GIOCONDA SMILE," "THE CURIOUS SAVAGE"

Both judgment and enjoyment, however, were balanced in three other plays, and the balance was weighted by the acting. Jessica Tandy in Samson Raphaelson's *Hilda Crane*, Valerie Taylor and George Relph in Aldous Huxley's *The Gioconda Smile*, and finally, Lillian Gish in John Patrick's *The Curious Savage* made the dramatists seem better than they were.

By a curious working of the economic law, this season of high costs in production has removed, for the most part, those septic little plays that fit into these classic words of Edmund Wilson, who wrote them several years ago when he was reviewing Louis Bromfield's novel, *What Became of Anna Bolton:* "It must have cost him a rigorous labour of exclusion to achieve this smooth and limpid little play in which there is not a single stroke of wit, not a scene of effective drama, not a phrase of clean-minted expression, and hardly a moment of credible human behaviour."

GUESS HOW MUCH?



COFFIN

Here, a cropped great-coat for winter weather in town or country. Wool tweed, black, with an undertone of teal blue. The notched big collar, brown mouton. The warm-as-fur lining, alpaca fleece. Coat by Cherubino-Petti. The price for this handsome guarantee against cold? $70. At Lord & Taylor; Bonwit Teller, Phila.

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SECOND QUIZ
PRIX DE PARIS
based on the December issue of Vogue

FASHION
Answer *two* questions:

1. State what you believe to be the college girl's attitude toward her personal appearance on campus. Does she need to be more "clothes conscious"? How could this be accomplished? Discuss this in approximately 500 words.

2. Fashions in Vogue are shown in three ways: (A) They are photographed on professional mannequins whose names are not given. (B) They are photographed on personalities, people in the news, and ladies of distinction and chic, whose names are given with the fashion photographs. (C) The fashions are drawn. You will find examples of each of these methods throughout the year in Vogue. Which method do you prefer and why?

3. Study the emerald jewellery photograph on page 129 of the December Vogue. To accompany this photograph, write a title and about 200 words of copy which could be used in the editorial section of the magazine.

4. Assume that you are the merchandising editor of Vogue. Describe or sketch a display window complete with ideas for posters to be used by department stores, to present the "Fashion news, beginning South" resort clothes shown on pages 118-125 of the December Vogue.

5. What is your opinion of the perfume presentation (pages 126-127) in the December Vogue? Suggest, in 300 words or more, an alternate presentation.

6. Study the Young Ball Dresses on pages 92-97 of the December Vogue. In approximately 500 words, give your opinion of the wearability of the clothes and their appeal to younger readers. If you were the editor of these pages, what changes, if any, would you make in them?

FEATURE
Answer *two* questions:

1. Would you like to see more politics, economics, medicine, et cetera, in Vogue? Choose one such field and write an article on that subject which you would include were you editing this magazine.

2. Suggest four feature questions for future Prix contestants and answer one of them yourself.

3. Write a Christmas story (about 500 words) suitable for adults—fact or fantasy.

4. Suggest a new approach for Vogue on the subject of men's fashions.

The answers to this quiz are due January 15, 1951, and should be mailed to:

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420 Lexington Avenue, New York 17, New York.



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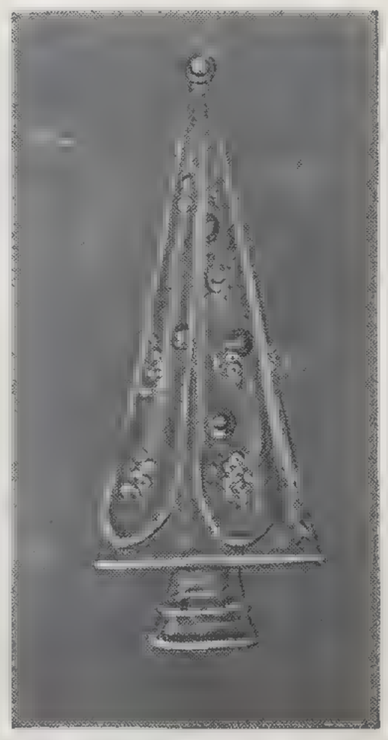
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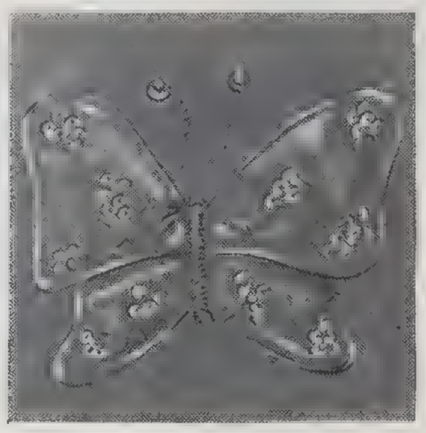
CHRISTMAS IN THE HOUSE



Above: Décor idea from Robert T. Stevenson, decorator-designer: a gilded angel to hold an impressionistic Christmas tree—pink copper balls and crystal hung on a wire frame fastened to the angel's crown. Angel and tree might preside from console or pedestal over a hall or dining room.



For the Christmas table, Alice Marks proposes a transparent plastic tree (right), glittering inwardly with dangling Christmas-tree balls, frosted on the outside with gold braid, multicoloured sequins. Below, topping for a place card: a lace-patterned butterfly to match the tree.



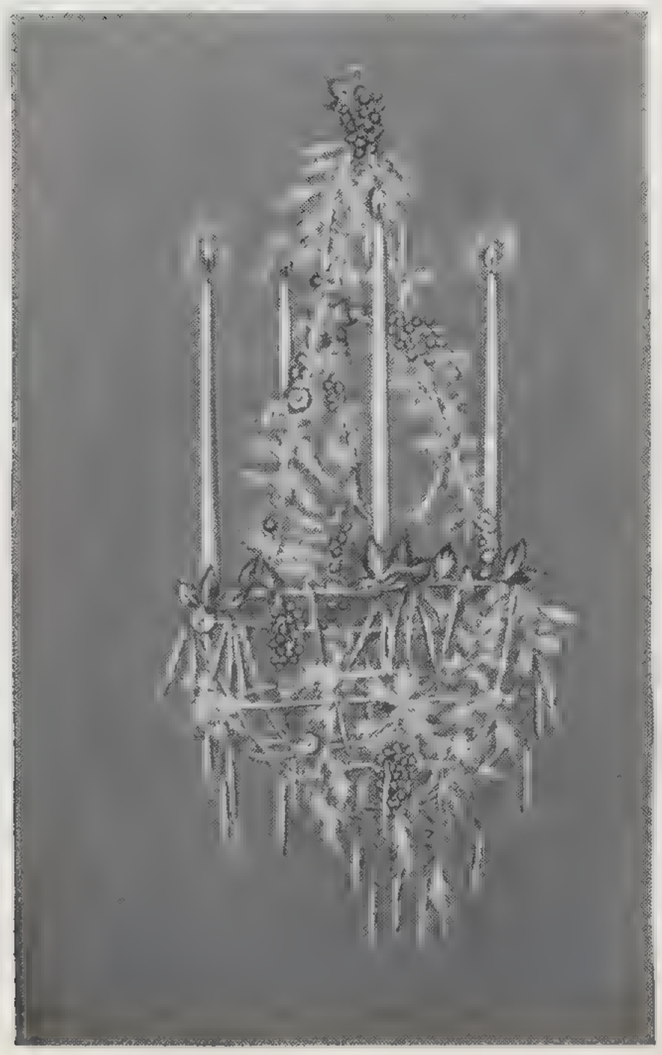


Left: For the living room, to hang on each side of an over-mantel painting or mirror, Ann Hagan suggests blue spruce tassels studded with Christmas balls and artificial apples, pears, and plums in two shades of blue and silver, the whole wound with gold and silver metal ribbon.

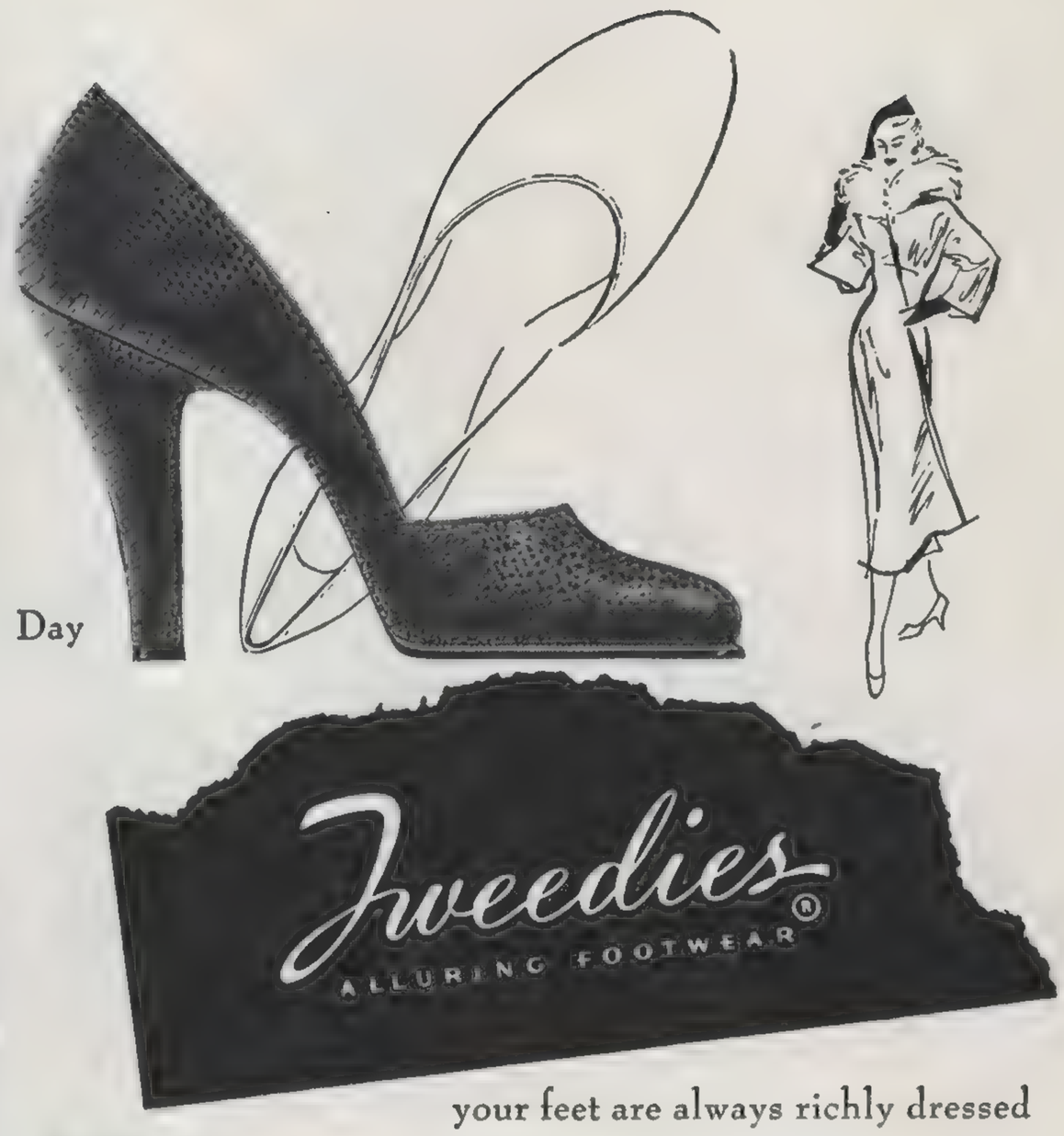


Right: A cone of glossy smilax, garlanded with spiralling bands of gardenias and chartreuse Christmas balls. Designed by Emmett Holcombe to use in pairs, set in porcelain *cache-pots*, to stand on each side of a doorway or to flank a holiday fireplace.

Below: Jack Kelly suggests a wire chandelier, to be wrapped in white-dipped evergreen, hung with grape-clusters of tiny silver balls and leaves, sprinkled with clear plastic icicles. At other seasons you might deck with fresh fruit or your favourite flowers.



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REEVES BYRD CLOTH



For this new ski wear Marjorie Benediktер chose BYRD CLOTH, a beautiful, supple, lightweight, yet amazingly protective fine combed cotton fabric. It keeps out snow, rain, wind and cold, yet—being a "breather" fabric—guards against overheating. Jacket in silver-grey, white, black or navy, with multi-color pleated plaid. Sizes 12-18. $25 at all SAKS FIFTH AVENUE stores.

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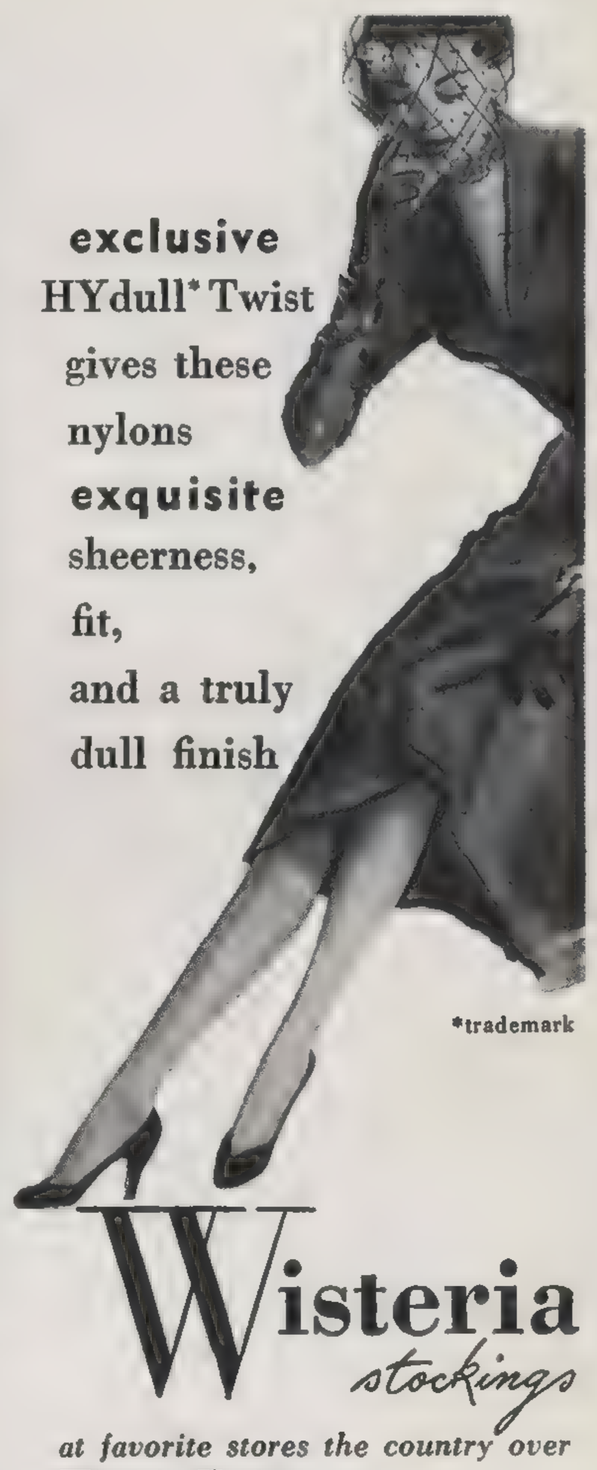
Warm colour, strong colour, for the winter touch of velvet. Here, two late-day bags and a beret for any daylight hour. Each enough to change the complexion of a costume. All in tangerine, and Martin materials—the rayon velvets, ribbon cocarde.

Above: Centre-strap bag, flat, soft, on the big side—for easy stowage. All this pick-up colour, $8 plus tax. *Left:* That handy shape, the barrel bag, only $13 plus tax. Both bags, by Ingber, in rayon velvet; Jay Thorpe.

Below: A bright little morsel of a beret, in rayon velvet, topped by a little cocarde of grosgrain ribbon. To wear as the one strong colour with, say, a grey coat, navy-blue furs, a wine or Sanka brown five-o'clock dress. Beret, to order, at Florence Reichman.

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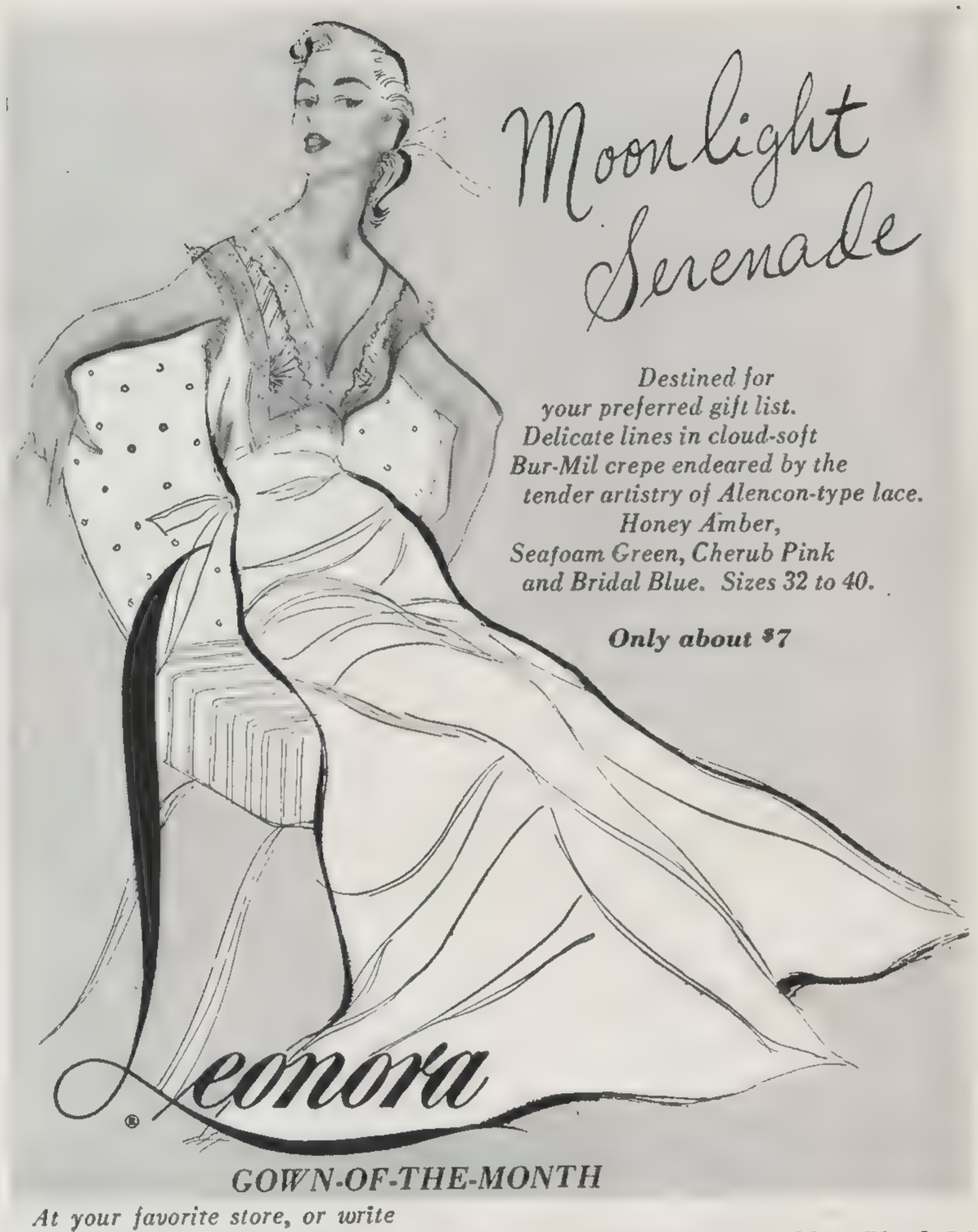
AT HOME: IN SLACKS



Narrow velvet pants with sweater tops—the at-home formula again of many women. MRS. JONATHAN TICHENOR, for example, has a deep background of fashion, an instinct for the perfectly-placed jewel, the critical detail. At home she wears (above) dark red velveteen pants with braid, $21. A bodice of black lace over coral rayon taffeta, braid-scrolled, $50. Same bodice (below) in grey worsted jersery, black braid, $35. All are from Bergdorf Goodman.



TICHENOR



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BRITISH AMATEUR GOLF CHAMPION



PLANET NEWS

In the August 1 issue, Vogue published a photograph taken in Scotland at St. Andrews, and mistakenly identified as Frank Stranahan. For this error we apologize to him and to our readers.

The photograph we now publish (above) shows Mr. Stranahan, one of America's top amateur golfers. This year he was runner-up for the U. S. Amateur Golf Championship, and winner of the British Amateur Golf Tournament at St. Andrews.

THE PRESENT WITH A FUTURE



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It is a two-way present—for when you give it, you are also lending to your Government. Give a Bond—in its Christmas cover. Give the future for Christmas.



From "Beaulieu"... the de Latour family estate in Napa Valley, California, come several of the world's fine wines. Among them is this delicious claret, crushed from rare Cabernet Sauvignon grapes.

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BRITISH RAILWAYS



BABY TO MOTHER

The cover photograph reminds us to remind you: there is hardly a mother who doesn't envy (as well as cherish) her child's priceless complexion. And there are a great many mothers who reason, logically, that what is good for a baby's skin must surely be good for their own. Several cosmetic houses have recently brought out products for infant skin care. And although the excellent results are tailored specifically to a baby's requirements, they could, most certainly, baby the baby's mother. For instance, Breck's liquid Baby Lavo, one of the gentlest head-to-toe (hair included) ways to soap a baby. Dorothy Gray makes softening Baby Skin Cream; Baby Oil, and Baby Powder. And Henri Bendel has an excellent Baby Lotion, Powder, and Soap.

P.S. The mother on the cover is wearing Dorothy Gray's Portrait Pink lipstick.

YOUNG BALL DRESS

The following is a list of stores throughout the country where the ball dress on page 92 may be found

Ann Arbor, Mich.	Goodyear's
Atlanta, Ga.	J. P. Allen & Co.
Baltimore, Md.	Hutzler Bros. Co.
Beverly Hills, Calif.	I. Magnin & Co.
Chicago, Ill.	Carson Pirie Scott & Co.
Clarksburg, W. Va.	Broida's
Cleveland, Ohio	The Halle Bros. Co.
Columbia, So. Car.	Lisbeth Wolfe Inc.
Dayton, Ohio	The Rike-Kumler Co.
Des Moines, Iowa	Younker Bros. Co.
Detroit, Mich.	Himelhoch Brothers & Co.
Galveston, Texas	E. S. Levy & Co., Ltd.
Grand Rapids, Mich.	The Strauss Shop
Green Bay, Wis.	H. C. Prange Co.
Greenville, So. Car.	Ivey-Keith Co.
Harrisburg, Pa.	Mary Sachs
Hazleton, Pa.	Wears Inc.
Helena, Mont.	Fligelman's
Jacksonville, Fla.	Furchgott's
Kirksville, Mo.	Ashell's
Knoxville, Tenn.	S. H. George & Sons
Lancaster, Pa.	Mary Sachs
Lexington, Ky.	Loom and Needle
Lincoln, Neb.	Miller & Paine
Los Angeles, Calif.	I. Magnin & Co.
Marion, Ind.	Alice Phillips Shop
Milwaukee, Wis.	T. A. Chapman Co.
Minneapolis, Minn.	The Dayton Co.
Oak Ridge, Tenn.	Loveman's, Inc.
Omaha, Neb.	The Aquila
Philadelphia, Pa.	John Wanamaker
Portland, Ore.	Meier & Frank Co.
Pittsburgh, Pa.	Joseph Horne Co.
Reading, Pa.	The Jeannette Shop
Rochester, N. Y.	McCurdy's
St. Cloud, Minn.	Fandel's
St. Louis, Mo.	Stix, Baer & Fuller Co.
St. Paul, Minn.	Frank Murphy
San Antonio, Texas	Frost Brothers
San Francisco, Calif.	I. Magnin & Co.
Santa Barbara, Calif.	I. Magnin & Co.
Seattle, Wash.	I. Magnin & Co.
South Bend, Ind.	Frances Shop
Stockton, Calif.	The Brown House
Syracuse, N. Y.	Flah & Co.
Tampa, Fla.	O. Falk's Dept. Store
Traverse City, Mich.	Marie Evelyn Shop, Inc.
Tupelo, Miss.	McGaughy's
Tulsa, Okla.	Seidenbach's
Valdosta, Ga.	Whittington's
Washington, D.C.	Julius Garfinckel & Co.
Waterbury, Conn.	Forester, Inc.
Waukegan, Ill.	Hein's
Wichita Falls, Texas	McClurkan's

THE FAN BALL

On the calendar of benefits this month: The Fan Ball will be held on December 8, at the Central Opera House, for the Children's Memorial Cancer Fund.



it's the gay,
gallant,
lavish
Louis XIV
scarf
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Vogue's Buying Guide tells you where you can buy the fashion merchandise advertised. Under each illustration is the page number where the merchandise is shown. To find where you can buy it, look up the stores listed in your state or city. The numbers opposite each store indicate the page numbers of the merchandise they carry. You will appreciate, of course, that it is impossible for a store to maintain a complete range of sizes and colors in stock at all times. Here are 826 stores selected by Vogue in shopping centers in every state. We'd like to list all stores, but space prevents. So if no store is given, write the advertiser to learn where his merchandise can be bought. . . . You will find Vogue Patterns at stores marked *



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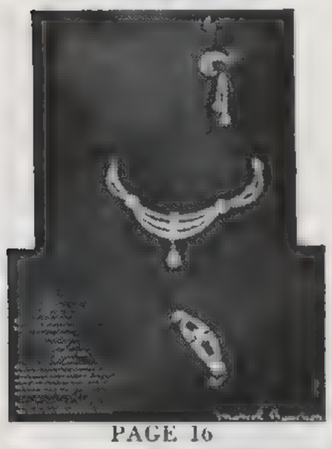
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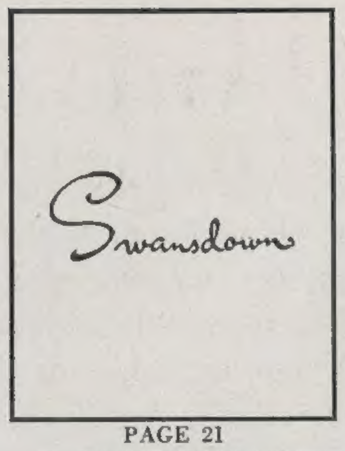
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